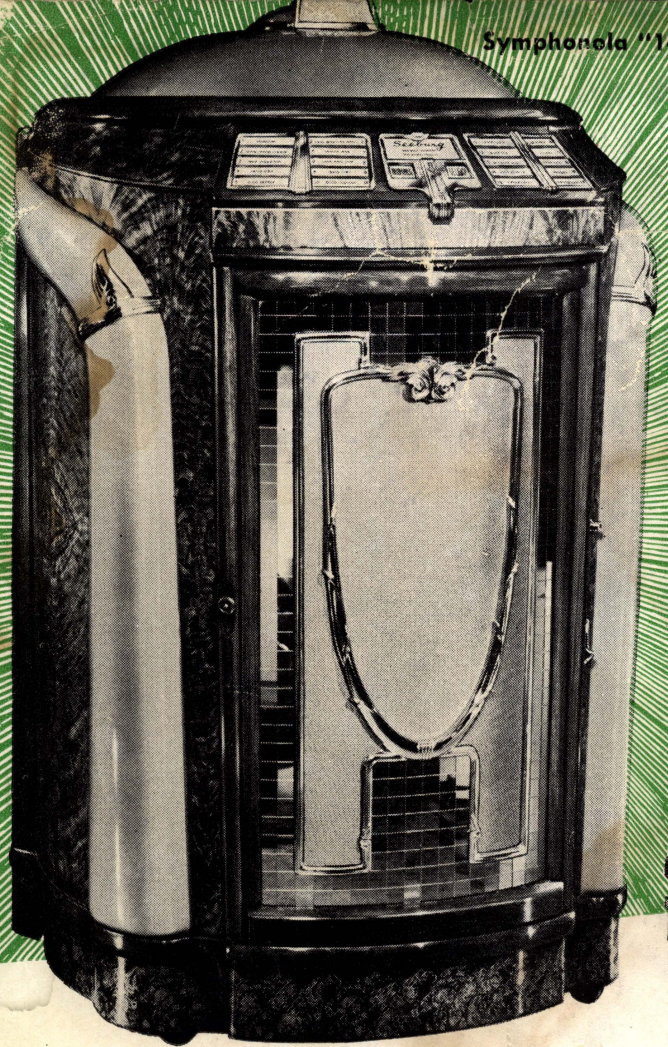
THE COIN MACHINE REVIEW

May, 1946

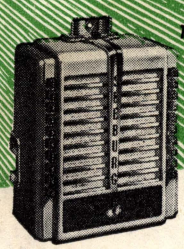
10 SELECTIONS

THE AMI PH
CUTS RECORD COSTS A
FOR FORTY SELECTIONS

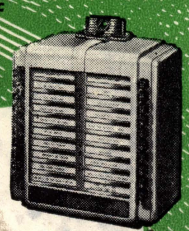


Seeburg

Scientific Sound Distribution



1948 Wireless Wallomatic



1948 2-Wire Wallomatic

12-Inch Wire 2-Speaker

A new approach to scientific sound distribution assures a predetermined volume of sound throughout the location—no blare near the instrument—no fade-away in the far corner!

The Seeburg Symphonola encourages more playing. The simple, improved mechanism means fewer service calls—the best cure fo operating headaches.

Thousands of the new Symphonolas are setting new records o locations—thousands more are coming off production lines as fas as we can make them. See this greatest music maker of all time at your Seeburg Distributor—get lined up for big business NOW!

"Be Sure— Buy Seeburg"

Dual Remote Volum

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1946

J. P. SEEBURG CORPORATION
1500N. Dayton St., Chicago 22

45 Seconds of Magical Science!

—THAT GIVE THE PUBLIC GREATER VALUE AND SERVICE
—OFFER YOU UNUSUAL PROFIT POSSIBILITIES

COIN MACHINE REVIEW
3
FOR MAY 1946

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh Street
Long Island City 1, New York

Gentlemen:

Please send me information on *PHOTOMATIC and other PROFITABLE COIN MACHINES when available.

Name.....

Address.....

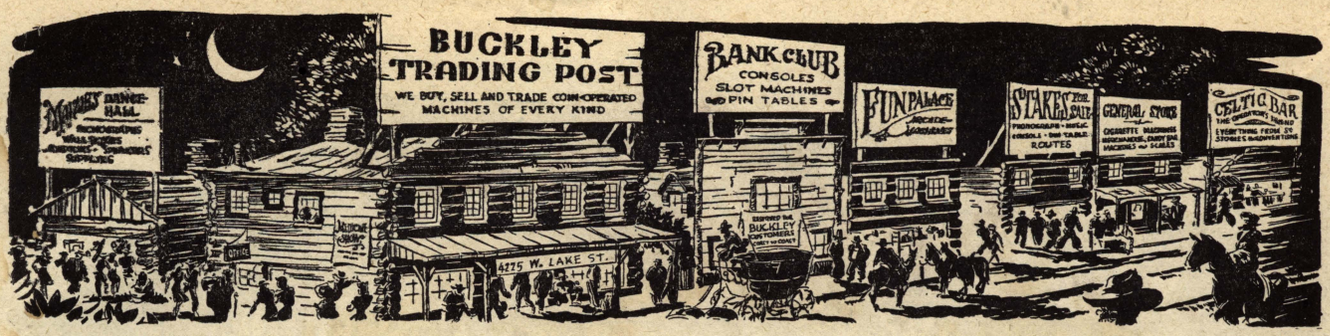
City.....State.....

*REG. U. S. PAT. OFF.

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET — WM. RABKIN, President — LONG ISLAND CITY 1 NEW YORK

...CHINE REVIEW for May, 1946, Vol. 13, No. 10. Published monthly at 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and publisher. ... Matter July 23, 1936, at the Post Office at Los Angeles, Calif., under the Act of March 3, 1879. $2.00 for 3 years—minimum term accepted. 50c



WATLING 5c ROLATOPS

REBUILT AND REFINISHED
LOOK AND OPERATE LIKE NEW

$95.00

COIN MACHINE REVIEW
4
FOR MAY 1946

CUSTOM BUILT CABINET ASSEMBLIES

INCLUDING: New light wood cabinets with drill proof plates—new perfect fit aluminum castings, chrome reward plates (2-5 or 3-5) —chrome denominators (5c-10c-25c)—payout cups and anti-spoon cups—club handles.

YOUR CHOICE —

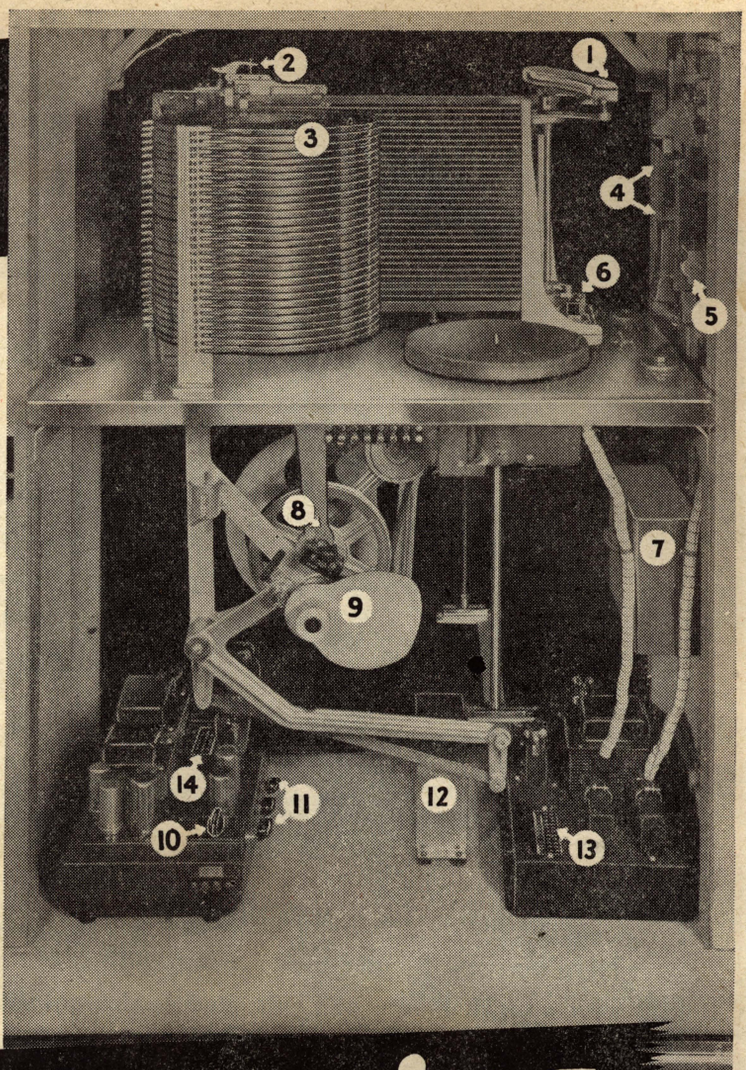
BEAUTIFUL CHROME PLATED FINISH
PACIFIC BLUE WRINKLE
TAN WRINKLE
GREEN WRINKLE
GOLD WRINKLE
COPPER CHROME

COMPLETELY ASSEMBLED — GUARANTEED PERFECT FIT FOR ANY TYPE MILLS ESCALATOR MECHANISM.

— Better Buys From Buckley —

BUCKLEY TRADING POST
4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6

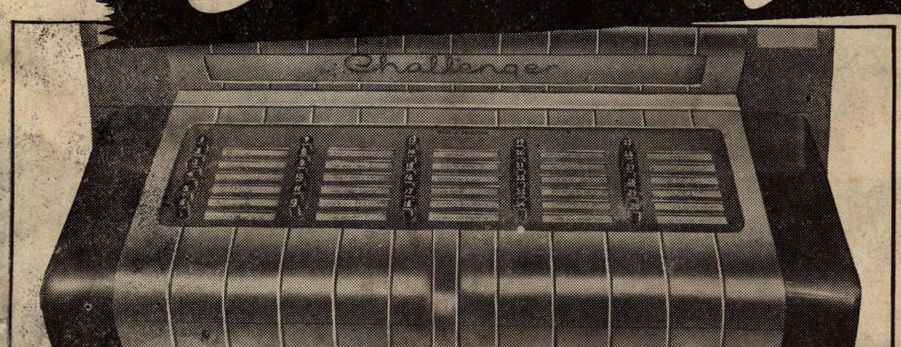
SIMPLE and TROUBLE FREE



SEE FOR YOURSELF

1. 1 ounce perfect tracking pick up
2. Positive tray take-out slug
3. 30 selections one side
4. Single entry National Slug Rejector
5. Electric money counter
6. Positive action record cut off micro switch
7. Money divider in cash box
8. No main gears or clutches
9. Simple positive acting cam
10. Microphone pre-amplifier stage, and volume control
11. Treble, base, and external volume control
12. Compact changeable relay box unit
13. Wired remote control socket
14. Amplifier accommodates six auxiliary speakers

Challenger '47



The ONLY 30-Record PHONOGRAPH

One Side ELECTRIC SELECTION

Challenger Automatic Music and Challenger Drink Dispenser on Permanent Display Chicago Showrooms

Challenge AUTOMATIC EQUIPMENT

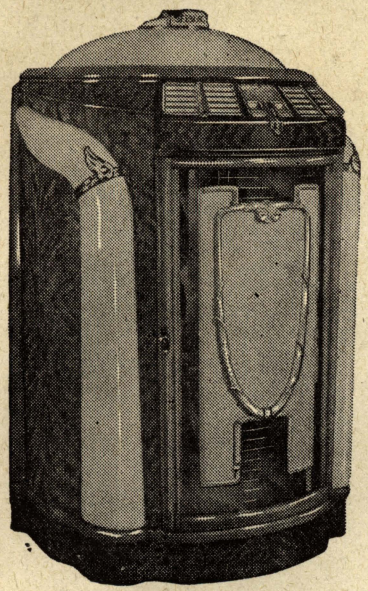
GENERAL OFFICE AND SHOWROOMS
FIELD BUILDING CHICAGO, ILLINOIS

Industries DIVISION OF U. S. CHALLENGE CO.

FACTORIES:
BATAVIA, Ill. WICHITA, KAN.
CENTERVILLE, IOWA

EASTERN OFFICE:
FISK BUILDING,
250 W. 57th STREET,
NEW YORK 19, N. Y.

For MORE "PLAYER APPEAL"



The Sensational New
Seeburg MUSIC SYSTEM

The most famous name in coin operated phonographs now brings you the design YOU operators have asked for—It's built to your specifications with 15 outstanding improvements that give scientific sound distribution. See our displays of this new model.

BALLY'S Newest Sensation
"SURF QUEENS"

Here's a new 5-ball novelty game with a brand new appeal. Plenty of lights, flash, color and action. See the "Surf Queens" model now at any of our display rooms—a proven success and a sure profit maker that will bring the slowest spots back to life.

Bally's "VICTORY DERBY"
Bally's "VICTORY SPECIAL"

JACK R. MOORE Company

PORTLAND
1615 S. W. 14th
Portland, Oregon

SEATTLE
100 Elliott W.
Seattle, Wash.

SAN FRANCISCO
348 Sixth St.
San Francisco 3, Cal.

SPOKANE
No. 4 Bernard St.
Spokane 4, Wash.

BADGER'S Bargains

"Often a few dollars less – Seldom a penny more"

LOS ANGELES *see* *Bill Happel*
MILWAUKEE *see* *Carl Happel*

KEENEY RECONDITIONED SUPER BELLS

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

Keeney 4-Way 5c-5c-5c-5c P.O. $495.00	Keeney Super Bell 5c (Comb.) F.P., P.O. $299.50	Keeney Super Twin 5c-25c P.O. $395.00
Keeney 4-Way 5c-5c-5c-25c P.O. 550.00	Keeney Super 25c-25c-25c-25c P.O. 595.00	Keeney Super Twin 5c-25c (Comb.) F.P., P.O. 595.00
Keeney Super Bell 25c (Comb.) F.P., P.O. 350.00	Keeney Super Twin 5c-5c P.O. 350.00	Keeney Super Twin 5c-5c (Comb.) F.P., P.O. 575.00
Keeney 4-Way 5c-5c-25c-25c P.O. 575.00	Keeney Super Twin 25c-25c P.O. 450.00	Keeney Super Twin 25c-25c (Comb.) F.P., P.O. 625.00

RECONDITIONED CONSOLES

Mills Three Bells, 5-10-25c $895.00	Mills Original 4-Bells 5-5-5-5c $395.00	Mills Original 4-Bells 5-5-5-25c $595.00
Mills Late Head 4 Bells 5-5-5-5c 595.00	Mills Late Head 4-Bells 5-5-5-25c 750.00	Pace Twin Reels 5-25c 395.00
Evans Bangtails Late, D.D.J.P. 295.00	Jennings Silver Moon, F.P., P.O. 199.50	Bally Roll 'Em, Late, P.O. 139.50
Evans Dominoes, Late, D.D.J.P. 295.00	Baker Pacers, Daily Double, 5c 299.50	Bally Sun Rays, Late, F.P. 139.50
Evans Lucky Lucre, 3-5c, 2-25c 295.00	Baker Pacers, Daily Double, 25c 395.00	Bally Big Top, Late, F.P. 110.00
Evans Lucky Lucre, 5-5c, Two Tone 195.00	Jumbo Parade, L.H., P.O. 25c 195.00	Pace Saratogas, Late Models 99.50
Evans Lucky Lucre, 5-5c, Walnut 159.50	Bally Club Bells, F.P., P.O. 239.50	Pace Reels, Late Models 124.50
Evans Rolletto Jr., Walnut 195.00	Baker Pacers, 5c (Chk. Mod.) 299.00	Paces Reels, 10c P.O. 169.50
Evans Lucky Stars, late 129.50	Jumbo Parades, Late Head, P.O. 139.50	Bally Hi Hands, late 199.50
Evans Dominoes, Walnut 195.00	Pace Twin Reels 10c-25c 395.00	Jennings Silver Moon, F.P. 129.50
New Mills 4-Bell Cabinets 39.50	Mills Four Bells Original Head 5c-5c-5c-25c 495.00	Pace Reels, 25c, P.O. 189.50
Jumbo Parades (Comb. F.P.P.O.) 213.75		Jennings Silver Moon, Late P.O. 124.50
Jumbo Parades, Late Head, F.P. 129.50		Jennings Liberty Bells 69.50

Mills Blue Fronts 5c $159.50	MILLS VEST POCKET BELLS BLUE & GOLD, REFINISHED AND REBUILT LIKE NEW, $49.50	Mills Regular Chrome 5c $265.00
Mills Blue Fronts 10c 169.50		Mills Regular Chrome 10c 310.00
Mills Blue Fronts 25c 189.50		25c Play $335.00 50c Play 445.00

ONE-BALL MULTIPLE FREE PLAY TABLES

REFINISHED AND REBUILT

Keeney Sky Lark $139.50	Bally Pimlico $295.00	Bally Thorobred $369.50
Bally Dark Horse 149.50	Bally '41 Derby 199.50	Bally Longacre 369.50
Bally Sport Special 129.50	Bally Club Trophy 199.50	Bally Blue Grass 149.50

RECONDITIONED PHONOGRAPHS, WALL BOXES AND SPEAKERS

Rock-Ola Premier $575.00	Rock-Ola Commando $595.00	Packard Pla-Mor Boxes $ 27.50
Rock-Ola Super Rock-O-Lite 475.00	Wurlitzer Model 500 Victory 495.00	Buckley Late Ill. Boxes 22.50
Rock-Ola Master Rock-O-Lite 450.00	Wurlitzer Model 500 475.00	Rock-Ola Wall Boxes 19.50
Wurlitzer Model 750M 750.00	Wurlitzer Model 616 249.50	Kleer-Tone Speaker Cabinet 23", 19" 10" 24.50
Wurlitzer Model 600 Rock-O-Lite 450.00	Wurlitzer Twin '12 250.00	Kleer-Tone Speaker Cabinet 27½", 23½", 14" 34.50
12 in. PM Speaker, 11 oz. 7.95	Rock-Ola 5c-10c-25c Bar Boxes 39.50	Metal Speaker Cabinet 15", 14", 9½" 5.95
12 in. PM Speaker, 16 oz. 9.75	Rock-Ola Bar Boxes, Late Models 24.50	2-Wire Zip Cord, 250 ft. 4.95
12 in. PM Speaker, 20 oz.	12 in. PM, 34 oz. Speaker 18.50	5-Wire Cable, per foot .12
	12 in. PM, 64 oz. Speaker 24.50	30-Wire Cable, per foot .22

NOW ON DISPLAY IN OUR SHOWROOMS

ROCK-OLA PHONOGRAPHS

The Phonograph of Tomorrow

IT'S ROCK-OLA FOR 1946

KEENEY BONUS SUPER BELLS

Comb., Free-Play and Cash Pay-Out

5-Coin Multiple Head

SOLD ONLY IN OUR ALLOTTED TERRITORY

BADGER SALES CO.

EXCLUSIVE DISTRIBUTORS
FOR
J. H. KEENEY & COMPANY
& ROCK-OLA MFG. CORP.
COMPAS DISTRIBUTORS
SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

BADGER NOVELTY CO.

EXCLUSIVE DISTRIBUTORS
FOR
J. H. KEENEY & COMPANY
& ROCK-OLA MFG. CORP.
COMPAS DISTRIBUTORS
STATE OF WISCONSIN AND NORTHERN
MICHIGAN
2546 NORTH 30th STREET
MILWAUKEE 10, WIS.

"QUICK TO CLICK"

TRADE MARK
FOR
AMUSEMENTENT ERPRISES, INC.
GAMES

14 Ft. Size
Pictured Here

AMUSEMENT ENTERPRISES CO.
GEORGE PONSER • IRVING KAYE
2 COLUMBUS CIRCLE NEW YORK 19, N. Y. CIRCLE 6-6651

NOW DELIVERING
BANK BALL
The first in a series of games that will be "Quick to Click" for you.

9 Foot Size
$375.00
F.O.B. N. Y.

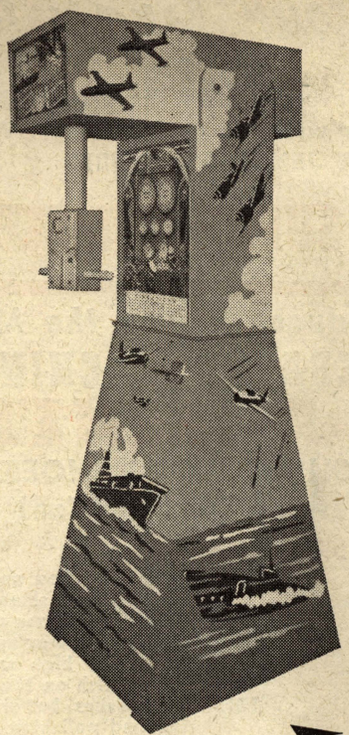
12 and 14 Foot Sies Prices on Request

•

Order from Your Nearest Distributor

Distributed in Oklahoma by **CLIFF WILSON DIST. CO.** *1121 S. Main St., Tulsa, Okla., 119 So. Walker St., Oklahoma City, Okla.*
Distributed in Ohio, Mich., W. Va., & Ky. by **NICKEL AMUSEMENT CO.** *1648 St. Clair Ave., Cleveland 14, O.*
Distributed in Northern N. J. by **HERCULES SALES & DIST. CO.** *415 Frelinghuysen Ave., Newark 5, N. J.*
Distributed in Western Pa. by **AMERICAN COIN-A-MATIC MACHINES CO.** *1437 Fifth Ave., Pittsburgh, Pa.*
Distributed in Eastern Pa. & Souhtern N. J. by **DAVID ROSEN** *855 N. Broad St., Phila. 23, Pa.*
Distributed in Texas and New Mexico by **WALBOX SALES COMPANY** *1503 Young St., Dallas, Tex.*
Distributed in District of Columbia, Md., Northern Va., & Del. by **GENERAL VENDING SALES CORP.** *306 N. Gay St., Baltimore 2, Md.*
Distributed in Minn, N.D., S.D. & Upper Wisc. by **TWIN PORTS SALES CO.** *230 Lake Ave. S., Duluth 2, Minn.*
Distributed in California by **GENERAL MUSIC CO.** *2277 W. Pico Blvd., Los Angeles, Calif.*

"UNDERSEA RAIDER"



Going Great Guns! This spectacular photo electric game is one of the year's biggest MONEY-MAKERS — order yours today. Climb on the gravy train with UNDERSEA RAIDER. Players can't leave it alone! All the dramatic tension, THRILLS and ACTION of actually firing from a powerful submarine into enemy ships. A TOP GAME for ALL LOCATIONS, with continuous REPEAT PLAY.

"SURF QUEENS"

Here's the FASTEST five-ball NOVELTY GAME ever built—bar none! Designed by a big-time operator who picks WINNERS. High scores, knockout COLORS, thrills, SUSPENSE, trouble-free operation, LONG LIFE and NEW ANGLES are built into SURF QUEENS to give the machine TOP EARNING POWER.

Wait for
Bally's Console
"DRAW BELL"
Early Delivery.

"VICTORY SPECIAL"

Your post-war PROFIT INSURANCE is right here in this top-notch money-maker. Quickly convertible to ONE or FIVE-BALL play. Precision-built, "get-at-able" mechanism. NEW DAILY DOUBLE FEATURE, plus changing odds, mystery selections, WIN, PURSE, SHOW awards. For all time high profits in replay spots. NOW DELIVERING.

BUY BALLY'S BIG FOUR

"VICTORY DERBY"

IMMEDIATE DELIVERY. Most sensational one-ball multiple pay table EVER PRODUCED. Check these play-compelling features: AUTOMATIC AWARDS, mystery selections, spell-name feature, DAILY DOUBLE AWARD, changing odds, BIG BUILD-UP RESERVE. Don't delay. Order TODAY!

WRITE—WIRE—PHONE—COME IN—TODAY!

DIRECT LINE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA, ARIZONA, AND THE HAWAIIAN ISLANDS

1503 W. PICO ST. DR. 3209 LOS ANGELES 15, CALIF.

Within Your Grasp!

That Pot of Gold at rainbow's end can be yours with these sensationally new Jennings' machines. See any of the three models or write to us for folder. Why buy "Just a slot machine"—buy the BEST! . . . IT'S a NEW JENNINGS' CHIEF!

BRONZE STANDARD and SUPER DELUXE CLUB CHIEFS

Permit Us To Introduce To You the Most

OUTSTANDING COIN-OPERATED MACHINE OF 1946:

SHINE-A-MINIT

ACTUALLY APPLIES POLISH AND SHINES YOUR SHOES IN ONE MINUTE.

(Separate Brushes for Black or Tan)

Here Is What Happens:

1st. The proper brushes (Tan) move in to his size shoe.
2nd. The other brushes (Black) remain inactive.
3rd. The HEEL BRUSH moves in.
4th. The TOE STOP disappears.
5th. The TAN POLISHING WAX is applied to shoe.
6th. The TAN BRUSHES start traveling over the entire surface of shoe, including the heel and toe with a friction and polishing action far greater than a hand shine and all in about 20 seconds.
7th. All brushes cease operating.
8th. High polish wax applied to toe.
9th. A special high speed TOE BUFFER creates a high polish on toe.
10th. All brushes, buffer and wax recede and the shining and polishing of ONE SHOE is complete.

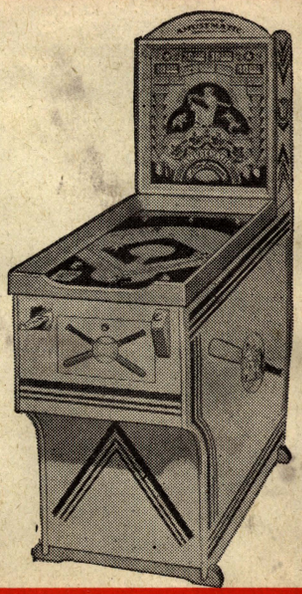
The Profit Sensation of the Year:

PRE-FLIGHT TRAINER

Exclusive Distributors for Southern California and Nevada

For All the Money-makers of 1946 ! !

Bally SURF QUEENS
Bally VICTORY SPECIAL
Bally VICTORY DERBY
Bally UNDERSEA RAIDER
Genco TOTAL ROLL
Amusematic LITE LEAGUE
Chicago Coin GOALEE
Gottlieb STAGE DOOR CANTEEN
Gottlieb ONE-BALL FREE PLAY
Williams SUSPENSE, 5-BALL
Exhibit BIG HIT



HARLICH SALESBOARDS

NEW BUCKLEY BOXES SOON

Write, Wire or Phone for Prices

C. A. ROBINSON & CO.

2303 West Pico Blvd. Los Angeles 6, Calif.

FEderal 1810

THE COIN MACHINE REVIEW

MAY, 1946

The 154th CONSECUTIVE MONTHLY ISSUE

OFFICE OF PUBLICATION: 1115 Venice Blvd., Los Angeles 15, Calif. Paul W. Blackford, editor and Publisher; Clarence G. Beardslee, Assistant to the Publisher. Fitzroy 8269. CHICAGO OFFICE (1): C. J. Anderson, 35 East Wacker Drive, CENtral 1112; NEW YORK OFFICE (17): Ralph R. Mulligan, 441 Lexington Avenue, Murray Hill 2-5589. SUBSCRIPTION RATES: $2.00 for 3 years—minimum term accepted; 50c per copy.

C.M.I. Elects and Sets 1947 Show Dates

CHICAGO—The Annual meeting of Coin Machine Industries, Inc., for the election of Directors and such other business of current import to the manufacturer members, was held in the Association offices April 2. The manufacturer members were nearly all present, either in person or by proxy.

The following directors were elected for one year: F. H. Parsons, Buckley Music System; Wm. Rabkin, International Mutoscope Corp.; Louis Gensburg, Genco Manufacturing Co.

For two years: Walter Tratsch, A.B.T. Manufacturing Corp.; R. W. Hood, H. C. Evans and Co.; John Chrest, Exhibit Supply Co.

For three years: DeWitt (Doc) Eaton, Automatic Instrument Co.; David Gottlieb, D. Gottlieb Co.; James A. Gilmore.

A detailed report was made of the progress to date of the solicitation of Associate members in support of the Public Relations

(See C.M.I., Page 14)

Another Review

FIRST!

THE REVIEW scoops the publishing field again and starting with our issue dated June, 1946, our covers will be especially produced by Earl Carroll, famous Hollywood impresario, restaurateur, motion picture producer and discoverer of "The Most Beautiful Girls In The World." This exclusive publishing arrangement starts with our next issue. Frankly, you'll be amazed!

Call

DR. 3209

For Automatic Equipment, Parts and Supplies

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

Robinson Suggests Excise Tax Clarification in CMI Program

LOS ANGELES—"Curley" Robinson, Managing Director of the Associated Operators of Los Angeles County, believes the first step in the forthcoming Coin Machine Industries Public Relations Program should be a concerted effort to secure a fair and proper interpretation of the Excise Tax on coin-controlled equipment.

In a letter to James Gilmore, of CMI, Robinson said:

"It is my opinion that the first job for this program should entail a proper interpretation of the United States Internal Revenue Excise Tax. This organization, which has borne the burden of the troubles of amusement device operators for the past seven or eight years, is again confronted with one of the great obstacles that faces this business. This is the Federal Excise Tax of $100.00 on Amusement Machines, which the Internal Revenue Department has seen fit to class as gaming devices.

"You will recall that in 1941, Section 3267 of the Internal Revenue Code was amended to include pin ball and other amusement machines with a license fee of $10.00; and slot machines, as a result of the operation of which the person operating same receives, or is entitled to receive, cash, premiums or merchandise, taxed at $50.00 per year.

"In 1942, the same section was further amended to place music and amusement machines in the $10.00 category and gaming machines were doubled to $100.00.

"It has always been our contention that gaming machines do not include pin ball machines and/or amusement devices, since the original Section specifically set forth pin ball and/or amusement devices, as distinguished from gaming devices, and secondly because the subsequent amendment did not alter the meaning of the words used in the first passage of the Section. It is our contention that a pin ball machine and/or amusement devices, is not a slot machine in the commonly accepted term, even though Bliss of the Internal Revenue Department has handed down a ruling that where the player becames entitled to receive cash, premiums or merchandise by reason of the operation of a pin ball game and/or amusement device, that such game thereby becomes a slot machine or a gaming device within the meaning of the Section.

"We have always felt that where a merchant redeems unused free plays or, to put it plainly, purchases the players' free plays, that the merchant is buying something tangible and is not giving the cash, premiums or merchandise as a reward for the operation of the game. This becomes more cogent when it is placed against Bliss' ruling that mere winning of free plays does not make the pin ball game, and/or amusement device, a gaming device. If the winning of free plays does not make the game a gaming device, how can the purchase of the privilege of using these free plays be converted into a game of chance and thus making the pin ball game, and/or amusement device, a gaming device?

"Since 1941, the operators have not been greatly hampered by the above Section, even though it places the tax upon the merchant. The truth is, and this is probably true in 99 percent of the cases, that the operator stands one-half of this tax, but since the operator was not compelled to purchase new games to any great extent during the past three or four years, he was not overburdened. However, from now on, it is becoming more and more apparent that new games are going to

(See ROBINSON SUGGESTS, Page 14)

WANTED TO BUY

ALL TYPES OF

SLOT MACHINES

REGARDLESS OF AGE OR CONDITION

PARTS ALSO NEEDED. BRING OR SHIP THEM IN.

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!! NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!

Lumber Muddle Stymies Industry

WASHINGTON — The national lumber situation is in a state of retarded convalescence, while manufacturers (including coin machine men) and other volume users of lumber are fast being ground to pieces by government regulations, government promises, and production bottlenecks.

Viewed from the nation's capital, the prospect of any new solution to the critical lumber shortage is the reverse of encouraging.

Despite elaborate plans of the Civilian Production Administration to produce 32 billion board feet of lumber in 1946, lumbermen and manufacturers are gunning for an immediate lifting of all OPA price controls, contending that only in this way will production reach demand peaks.

Coin machine manufacturers are being severely hit by the shortage of cabinet woods and are constantly devising new methods to try to overcome the situation. Some companies are buying cabinet factories to assure adequate supplies, others are studying the feasibility of substituting metal and plastics for wood.

All of the companies are said to have field men scouting throughout the South, looking for lumber in backwoods sections far from the usual markets. Some success is reported from these efforts, but where the hitch comes in is that after the green lumber reaches Chicago, principal manufacturing center for the coin machine industry, it has to go through a long period of kiln-drying, processing, etc.

Manufacturers' representatives are even active on the tree-less desert areas of the Pacific Southwest, running down rumors of lumber stockpiled by government agencies and declared surplus.

The OPA has attempted to ease the situation by raising price ceilings of some types of raw lumber and recently has made an average upward adjustment of 20 per cent on certain thicknesses and grades of softwood plywood. Representatives of the National Lumber Manufacturers' Association and of many of the nation's retailers have strenuously urged Congressional bodies to enact immediate legislation to exempt the entire industry.

To add to the troubles of the manufacturers of coin-operated equipment, the CPA is moving to curtail all commercial building in order to divert lumber to home building. Thus the construction of stores, commercial buildings, night clubs, arcades, amusement centers of all kinds, and all projected locations which manufacturers and operators had expected to spark their expansion programs will be blocked indefinitely.

Most spokesmen for lumber are of the opinion that there will have to be more axe swinging in Washington before the axes can start swinging in the forests.

Attention All Coin Machine Operators

DO NOT OVERLOOK THIS

Make wall installations easy with new "Horvath" Masonry Bit—75% saving in time over *hand* chiseling methods—Accurate, clean-cut hole—Bit made of high grade carbon steel with tip of tungsten carbide—Can be used in any electric, air or hand operated rotary drill—For use on CONCRETE, TILE, STONE, ROCK, MARBLE, SLATE, BRICK, CEMENT, HARD RUBBER and PLASTICS of any type—Can be re-sharpened after 150 to 200 drillings.

Drill Size	Length	Shank Size	Price
3/16"	3"	1/8"	$2.90
1/4"	4"	3/16"	2.90
3/8"	4"	1/4"	3.50
1/2"	6"	3/8"	4.40
3/4"	6"	3/8" or 1/2"	6.90
1"	6"	3/8" or 1/2"	8.40

WEIDMAN NATIONAL SALES COMPANY

5911 4th AVE. DETROIT 2, MICHIGAN

Exclusive Distributors To the Coin Machine Industry

WANTED TO BUY FOR CASH

Last chance to get high prices for these games:

Clover	$20.00	Sky Ray	$25.00
Dixie	20.00	Snappy	35.00
Do Re Mi	60.00	Sports Parade	40.00
Double Play	60.00	Sporty	15.00
Duplex	60.00	Stars	60.00
Four Diamonds	25.00	Star Attraction	35.00
Jolly	15.00	Stratoliner	35.00
Knockout	75.00	Sun Beam	60.00
Leader	60.00	Twin Six	20.00
Legionaire	35.00	Velvet	30.00
Polo	15.00	West Wind	60.00
Sky Blazer	60.00	Wild Fire	30.00
Zombie	60.00		

We will buy all makes of Phonographs

IDEAL NOVELTY COMPANY

Phone, FR. 5544 2823 Locust St.

St. Louis, Mo.

Keedoozle Test

MEMPHIS—The Keedoozle is coming back. The Keedoozle is the automatic grocery store you read about back in prewar days. A demonstration unit of the new, improved Keedoozle is having a private showing this Spring.

In the Keedoozle, all merchandise is displayed behind glass. The customer is given a special key with a roll of paper tape in it. To select an item, the key is inserted in a contact hole beneath the display compartment. The name and price of the article is thereby automatically printed on the tape.

The customer makes her selection and completes her shopping with no packages or baskets to carry, no carts to push about. At the checking counter, the customer gives her key to a clerk who removes the tape and inserts it in a "translator" machine. Articles purchased are automatically chuted to the sales counter.

Ease in shopping is not the only advantage claimed for Keedoozle. Reductions in payroll costs and a policy of purchasing direct from producers mean substantial savings which will be passed on to the consumers.

Clarence Saunders, organizer of the Piggly Wiggly stores, is the sponsor of the Keedoozle; Automatic Electric Co. of Chicago is making them. Installation of the first unit is scheduled for Chicago about June 1.

Though the Keedoozle will at first handle only food products, expansion to five-and-ten-cent store items, drugs, hardware, and other commodities is possible. The grocery stores will be set up either in single or double units. A single unit can handle $25,000 in sales in a 10-hour day.

Keedoozle Automatic Co., headed by Saunders, will operate the stores in the Memphis area and will maintain model stores and warehouses.

Association Changes Name

LONDON—Members of the British Automatic Machine Operators' Society have voted to change the name of the group. New name is the Amusement Trades Association. Main topic of discussion at a recent meeting was the development of the export business.

OPERATORS! Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

Zeigler Insurance Agency, Inc.

541 S. Spring St., Michigan 0961 *Specialists—Coin Machine Industry* Los Angeles 13, Calif.

IT'S TREMENDOUS AS A MONEY-MAKER
and LEGAL EVERYWHERE

Sensational
ROLL-A-BALL
Barrel Roll

THE NINE BALL ALLEY
WITH THE PLUS + FEATURE Thrill Skill
REVOLVING BARREL

not just another skee ball alley . . . It's the greatest income producing LEGAL GAME ever manufactured. And that has been proven where the proving means most . . . on location. Hundreds of BARREL ROLLS are now in operation throughout the nation nabbing nickles . . . fast. Get Your Share of This Gravy. ORDER YOUR BARREL ROLLS TODAY!

FEATURES

Thrill Skill Revolving Barrel

Legal Everywhere • Location Tested • Solidly Constructed Absolutely Foolproof • Noiseless • Giant Cash Box • Simple Assembly • Flashy Colored Backboard Lite-Up • 9½ Ft. Long Guaranteed Workmanship

F.O.B. POUGHKEEPSIE, N.Y.

$379.50

NOW BEING SHOWN AT YOUR NEAREST DISTRIBUTOR
or WRITE - WIRE - PHONE

Jafco Inc.

JOHN A. FITZGIBBONS
AL SCHLESINGER

776 TENTH AVENUE
NEW YORK 19, N.Y.
PHONE: COLUMBUS 5-7996

BOARD OF DIRECTORS

—

TOM CATANA

VERN MOORE

FRED REILLY

—

"CURLEY"
ROBINSON

MANAGING DIRECTOR

ASSOCIATED OPERATORS
OF
LOS ANGELES COUNTY, INC.

(Incorporated 1937)

1351 W. Washington Blvd.

Los Angeles 7, Calif. PR. 0231

"Proud of Past Accomplishments . . .
Eager For The New Ones"

MEMBER

—

Chamber of Commerce
of the United States

—

West Metropolitan
Chamber of Commerce

—

Los Angeles
Chamber of Commerce

—

Am. Trade Ass'n Execs.
Public Relation Bureau

ROBINSON SUGGESTS

(Continued from Page 11)

be placed on the market at double and more than double the prices of 1941. Not only will the operator be compelled to pay this greatly inflated price, but he will have to continue to stand one-half of the federal tax. On top of all this, is the undisputed fact that new games will in all probability be released almost every month so that the condition existing in 1941 and prior thereto, whereby games became obsolete in six months time, will place a further burden upon the operator. This will mean that the operator will certainly not be able to retrieve the cost price of a machine before he is forced to buy a new one, and in addition to the cost of both the old and new machines, he is still compelled to pay $50.00 as his share of the $100.00 tax levied by the U. S. Government.

"In a proper presentation of this matter before the Internal Revenue Department, a true and correct picture must be placed before them, so that the Life and Earnings capacity of these two different categories should, and must be, shown. Definitely, there can be no comparison between Games that offer Amusement Only, Regardless Of Its Free Plays, and Games That Are Automatic In Their Nature And Are Of A Slot Machine Type And Are Most Definitely A Gaming Device.

"The original thought and intention of Congress in making this law was a most definite division between amusement devices and gaming devices, and this must be presented to them on this basis.

"Now the purpose of placing before you these facts is, that we believe that Coin Machine Industries, Inc., should commence a campaign to have a proper interpretation of Section 3267 of the Internal Revenue Code, whereby its original intent in 1941 is carried for and interpreted as the Congressional Committees intended when they passed the original act; that is, a tax of $10.00 on amusement, music and pin ball machines (regardless of the manner in which they are operated) and $100.00 on automatic pay out slot machines and/or automatic pay out gaming devices. To place any other interpretation upon this Section is to defeat the intent of the same. The way it is now interpreted by the Internal Revenue Bureau, the amount of taxes varies according to the use the machine is put to; that is, if the machine gives off nothing but free plays, then the tax is $10.00, but if those free plays are repurchased or redeemed by the merchants, the tax is $100.00. That is nothing more than a *tax upon the use of the machine and not upon the physical characteristics of the same.* A concerted campaign on the part of the C. M. I. would have the effect of changing the present ludicrous interpretation as evidenced by both House and Ways Committee and the Senate Finance Committee.

"This is a Program that must be won—and a Program that must be backed 100 percent by the C. M. I. A basis will then be established between the Operator and the Manufacturers wherein the operators would be fully cognizant of these facts, i.e.; not only does the Manufacturer manufacture Games, but he, like other Manufacturers of Different Items, *does his utmost to see that not only is his product sold, but also that his product is kept sold —that anything and everything pertaining to his manufactured item is of deep concern to him—the continuance of the games, the possibility of the operator remaining in business,* and that a full retail merchandise cognizance is given to this Industry by the Manufacturers of Games as is given in every other industry by the Manufacturers of other items. Emanating from this will be a feeling of amiability, cooperation, and faith between the operator and the manufacturer. This is really a public relations program of first getting and then keeping our house in order."

C. M. I.

(Continued from Page 11)

Program. The report was enthusiastically received by the manufacturers present, and comments clearly indicated their generous support of the Program when they are called upon in the next few weeks.

The Secretary was authorized to contract with Hotel Sherman for February 3 to 6 inclusive, 1947, for the next Annual Convention and Coin Machine Show. It will take some time to prepare floor plans and exhibit contracts. When they are ready the Association will pursue their prewar policy of offering exhibit space, first, to their members; next, to non-members who have exhibited in former shows, and then throw the remainder open to any prospective exhibitors.

The proposed changes in the By Laws were adopted with scarcely a dissenting vote.

The newly elected Directors met immediately following the Annual meeting and elected the following Officers: David Gottlieb, President; R. W. (Dick) Hood, Vice President; John Chrest, Treasurer; James A. (Jim) Gilmore, Secretary.

Applications of the following coin operated machine manufacturers were voted into Regular membership, increasing the total number of Regular members to 44: Bell-O-Matic Corp, Chicago; Coin-Arts Industries, Milwaukee; Amity Foundry and Machine Company, Inc., Perth Amboy, New Jersey.

* * *

When a man is old enough to know better, expect the worse.

Official Photographer for . . .
THE COIN MACHINE INDUSTRY
MERGE STUDIOS
EX 2458

2115 WEST PICO BLVD.—LOS ANGELES 6, CALIF.
EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

MORE 5c CANDY BARS

CANDY MACHINE OPERATORS, ATTENTION! Manufacturer of nationally advertised 5c bars wants to add your name to mailing list. You will be notified immediately as more candy becomes available. Write today to

BOX 770

c-o Coin Machine Review
1115 Venice Blvd., Los Angeles 15, Cal.

GOTTLIEB

gives you TOP 2-Way

Location Coverage—

on the floor...

STAGE DOOR CANTEEN

...proves it

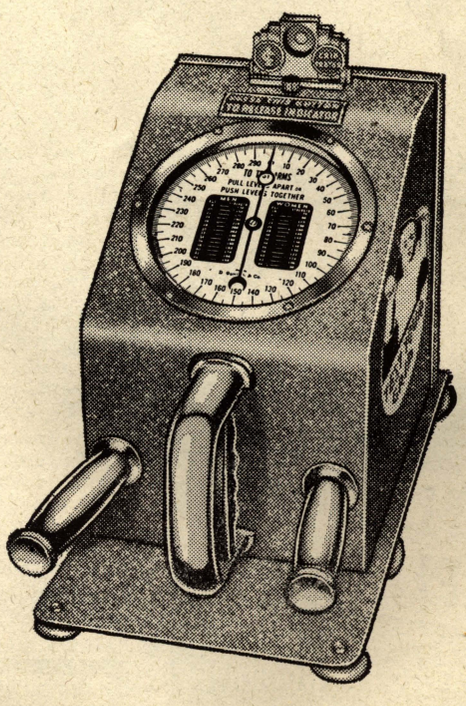
with PROFITS!

on the counter...

★ ***Improved***

★ ***Deluxe***

GRIP SCALE



3-WAY STRENGTH TESTER

...consistently BEST since 1928!

ORDER FROM YOUR DISTRIBUTOR

•

D. GOTTLIEB & CO.

1140 N. Kostner Ave. **Chicago 51, Illinois**

•

"There Is No Substitute for Quality!"

JOIN C M I NOW!

Frozen Food Vendors Promise New Field for CM Industry

CHICAGO—The barely touched field of selling and merchandising frozen foods through coin-operated vending machines is coming in for increasing attention. Processors of frozen foods throughout the country are launching or about to launch extensive advertising campaigns in connection with stepped-up production. A number of coin machine manufacturers are reported about ready to reveal newly developed refrigerated machines for vending frozen fruits, vegetables and meats. And public acceptance of frozen products is by now a well-established fact.

A recent survey conducted in New York City shows that the average housewife is very much in favor of self-service sale of frozen foods, whatever kind it may be. Spokesmen for frozen products and spokesmen for the coin machine industry take the results of this survey as proof of their contention that frozen food automatic vendors will soon be important merchandising factors.

Millions of dollars worth of beverages, ice cream, candy, peanuts and gum have been sold through automatic vendors, but these sales are a small percentage of the volume of the food business expected when super-markets, chain stores, and even the corner grocery take advantage of automatic vendors which will sell many types of food by the insertion of a coin and the touch of a button.

Frozen foods by now are so familiar to the consumer that the entry of the automatic vendor into the field is a perfectly natural step in this new trend of modern merchandising. Commercial packing of frozen foods originated in 1908 when berries in bulk were preserved by cold packing. The first frozen food packages were introduced in 1930 in a patented quick freezing apparatus developed by Clarence Birdseye. Since then more and more frozen foods have reached the market.

During the war, production in retail packages increased at a great rate. Seventy-five million pounds of frozen vegetables went to the armed forces in 1944 alone, and with the elimination of frozen foods from rationing sales to the general public showed a marked upswing.

At the present time the commercial frozen foods business is running into a retail sales volume of over 200 million dollars a year. This is considered small in comparison with the 17 billion dollars a year done in perishable food sales, but a great portion of these perishables are being converted into quick frozen foods. According to Clarence Birdseye, 75 per cent of all foods are perishable, and the quick freezing process preserves many in their best natural state.

Announcements of greater production than ever before are being made by processors of frozen foods all over the country. Snow Crop Marketers, Inc., announces that this fall it will introduce a complete line of frozen foods, to be accompanied by a $300,000 national advertising campaign. Stokely-Van Camp Co., big fruit and vegetable canner, reveals its plans to expand production of frozen foods with construction of a large new plant at Oxnard, California. Polar Frosted Foods Company of Seattle, Western Frozen Foods of Watsonville, Calif., and PictSweet Frozen Foods of Seattle are still others of the industry with big expansion plans.

The frozen foods processing industry is composed of from 450 to 500 processors of fruits, vegetables, seafoods, meats and poultry, and it is safe to say that practically all of them are boosting their output.

What this means to the vending machine industry is obvious.

Biggest immediate field for automatic frozen food vendors undoubtedly will be in grocery stores where housewives have learned to purchase such products. Many of the large grocery chains already are working on plans to adopt automatic vending or permit operators to take over the concession. However, plans also are being made to install automatic food vendors in the face of store fronts so that many types of frozen food products can be sold after store hours. In addition, there is the still untapped outlet for such products in apartment houses and apartment hotels.

An important part of this new trend in merchandising is the development of change-making devices. Changers now being adapted to many types of beverage, candy and cigarette vendors already on the market are entirely practicable for frozen food vendors. Some machines remit change in nickels and pennies, others still in development will vend an item and return change according to the number of purchases made.

Officials of the Refrigeration Equipment Manufacturers' Association recently pointed out that foods requiring refrigeration to prevent spoilage can be vended through machines as easily as ice cream and beverages, two items which have been widely distributed in refrigerated coin machines. Developments in mechanical refrigeration have opened a new market for the coin machine operators, these officials declare, and because of the uniformity of packaging and keeping qualities, frozen foods are readily adaptable for sale through coin-operated vending machines.

Frozen fruits, vegetables and meats are expected to be the first products offered to the housewife through automatic vending machines. Meanwhile other mechanically refrigerated machines are being planned for the sale of delicatessen items such as cold meats, potato salad, prepared salad, cheese, bakery specialties and milk.

The modern shopper has learned the advantages of self-service and has come to demand a wider variety of frozen foods. It remains only for the advent of practical mechanically refrigerated vending machines to open up this vast potential business for coin machine operators.

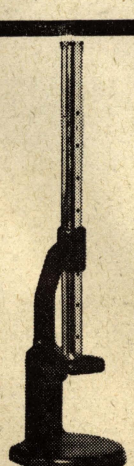
Frozen Food Vendors

NEW YORK—Industry is humming with talk about coin-operated food dispensers. To date no definite announcements have been made, but it is understood that Frez-O-Mat and Refrigerator Corp. of America are both working on the idea. In Washington a patent has been issued for an eight-column dispenser that is said to have possibilities for adaptation to coin-operation. The patent has been assigned to R. H. Bishop Co. of Champaign, Ill.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

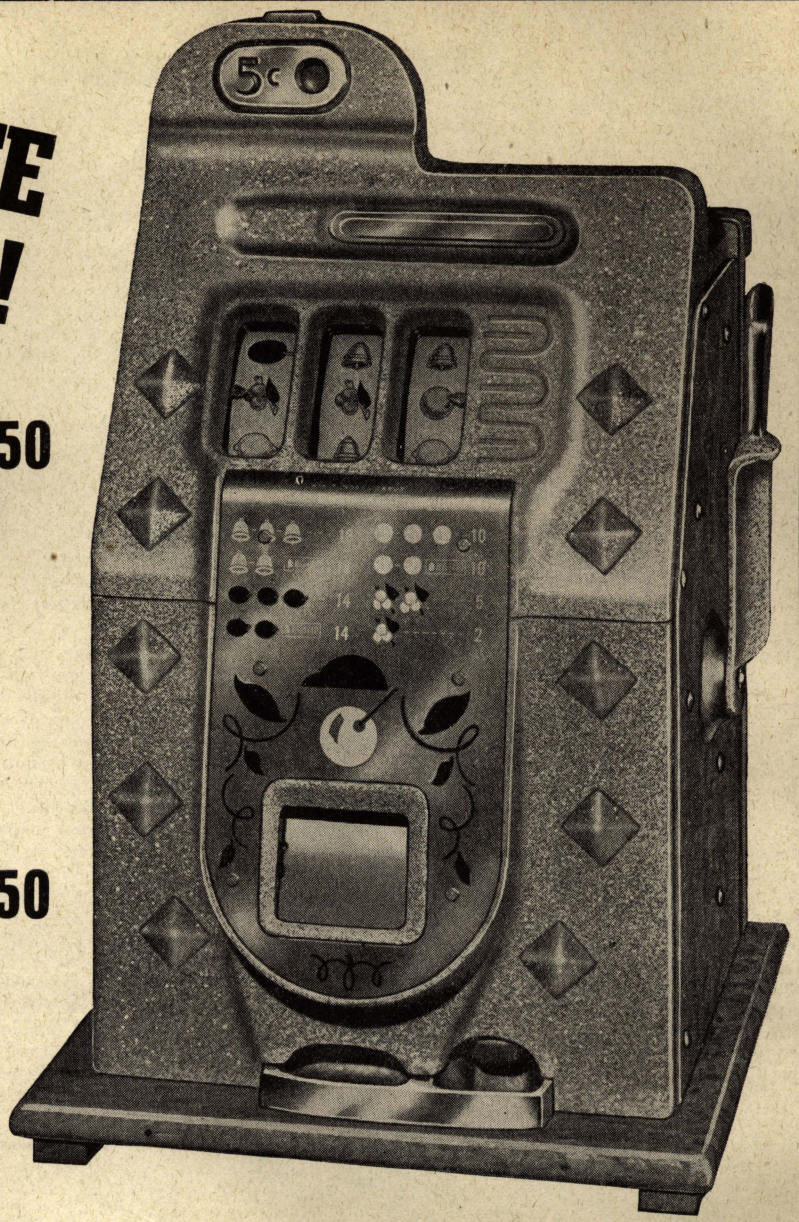
"LOOK FOR THE EAGLE
THE SYMBOL OF
QUALITY"

REPLACEMENT PLASTICS
for all makes and models of
AUTOMATIC PHONOGRAPHS
(the oldest and newest)
NOW AVAILABLE
RIGHT PRICES
Send For Complete Price List
☆ EAGLE
COIN MACHINE CO.
1514 N. FREMONT AVE.
MIChigan 1247
CHICAGO 22, ILL.



CHANGE-MASTERS
Limited Production
Solid Aluminum Casting
Polished Chrome
$9.85 Each
Holds $10.00 in Nickels
Write for Quantity Prices
Exclusively Distributed By
PUGET SOUND NOVELTY COMPANY
114 Elliott Avenue West
Seattle 99, Washington
Phone: Alder 1010

IMMEDIATE DELIVERY!



BLACK CHROME CABINETS $29.50 COMPLETE

BRAND NEW!

GOLD or COPPER CHROME CABINETS $29.50 COMPLETE

BRAND NEW!

GENUINE SILVER CHROME CABINETS $39.50 COMPLETE

BRAND NEW!

Fit All Mills Escalator Type Machines!

Specify 5c, 10c or 25c play; 2/5 or 3/5 pay.

These Brand New Features Included:

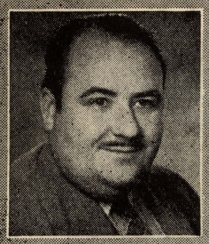
- Light durable wood cabinet
- Drill-proof lining
- Chrome castings (silver, gold or copper)
- Metal reward plate
- Club handle
- Denominator
- Knee action
- Unbreakable jackpot glass

We Will Not Be Undersold!

American Amusement Co.

4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"



Trade Talk

by

PAUL W. BLACKFORD

Just how far is the Coin Machine Industry cooperating in helping returning veterans get started again in this, or some other, gainful enterprise?

At dinner the other evening a prominent member of the Coin Machine Industry asked me this very question and delightedly I related the many instances I knew of here, and across the country as the reports come in from our news men and representatives in the various key cities. It was very obvious that the Industry was right on its toes and rightly so.

But complacency is not an attribute of this business apparently for the very next morning the following letter was in my mail:

Dear Sir:

What in blazes is wrong with the New York coin machine industry? Are the jobbers really ignorant, or are they so jealous of each other that they must pretend to know "from nothing"?

Not connected, at the moment, with the industry, but remembering past pleasant associations, just out of the Army and located in a city not too familiar to me, I needed to get hold of a continuous sound motion picture projector. What I was actually looking for was a coin-controlled type of unit. After checking all other possible sources I began calling coin machine jobbers and distributors. I did not want to buy a unit; it was not to be set up in competition with any operator. I merely wanted to rent it for a week for use in conjunction with a display at Grand Central Palace—and it would have been worth upward of $100 for the week.

The service organization for the manufacturer of one of the coin operated units didn't have the slightest idea where I could find one. No jobber knew anybody who had one. One distributor had a few in stock. Not for rent. Could he tell me the name of any operator who might be able to rent me one? He didn't know any operators. Could he give the phone number of any coinmen's associations? He didn't have the slightest idea whether there was an association of any kind, or not.

At that point I gave up. But just out of curiosity I'd still like to know why—even if New York is one of the most unfriendly cities in the world—one of the several dozen concerns I called couldn't have given me more than "I don't know"? And why no jobber or distributor has any knowledge of any operators' associations? And what's become of the strong organizations that used to exist here in New York?

Doesn't anyone believe in associations any more?

What's wrong here? We all would like to know just why such an attitude might be in evidence anywhere. Most certainly it promotes adverse opinions of our business, for outsiders getting such a brush-off would be glad to "blab" unfavorable copy for the daily press to use.

If members of this Industry want to plant a foundation of solid brick for the Public Relations program CMI is planning, then this sort of consideration must be eliminated immediately for it is doing nothing more than creating hurdles that must be jumped later.

Yes, we know, interviewing veterans and trying to guide them properly is a tedious and sometimes tiresome business. Many of them have grandiose ideas of what they might be able to do on their slight savings. But there is no reason to disillusion them. Remember, these individuals inquiring about the Coin Machine Business are your present patrons, and their sons and daughters will be the next generation of patrons for your devices. Protect your future—and give these boys some helpful advice and consideration. You can't lose a dime now and you'll profit in the years ahead.

Wolf Has Extrabell

LOS ANGELES—The new Extrabell front for Bell mechanisms will immediately be available to operators in California, Nevada, Arizona, Oregon, and Washington, according to Bill Wolf, of the M. S. Wolf Distributing Co., with branches in the five biggest coast cities.

"We have already premiered the Extrabell in Los Angeles, San Francisco, and Seattle, and this dazzling new front has met with an overwhelming reception," says Bill Wolf. "This is the first original front in its field in seven years," continued Bill, "and it is a money-getter and no mistake. The Extrabell was designed by Everett B. Eckland, of the industrial design firm of Mangan & Eckland, Chicago. As every operator knows who has operated Mills Bells, Eckland designs always make more money. Eckland is responsible for the appearances of the War Eagle, the Roman Head, the Extraordinary, the Blue Front, the Brown Front, the Silver Chrome, the Gold Chrome, the Emerald Hand Load, and dozens of other abnormally successful Bell fronts. The new Extrabell front has a curved front for the first time, making the jackpot section seem many times more capacious than formerly. The payout section is also brand new on this front."

EVANS
Symbol of Superiority in CONSOLES
H. C. EVANS & CO.
1520-1530 W. ADAMS STREET • CHICAGO 7, ILLINOIS

HERE NOW!
Gottlieb's New Post-War
STAGE DOOR CANTEEN
5-BALL NOVELTY GAME
FLASH, ACTION, APPEAL and COLOR
NOT A REVAMP!
$249.50
EXCLUSIVE DISTRIBUTORS
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Smiley is here

BRAND NEW LEGAL COUNTER GAME

Pile the $$$$
WITH
Smiley

Here is the game with real "appeal" that you've been waiting for . . . brand new, legal counter game . . . first post-war game that is completely NEW throughout . . . delivery — now — when we receive your orders.

"Smiley" is an upright five ball counter amusement game built for penny or nickel play . . . pure amusement with skill feature . . . legal anywhere, good for closed territory . . . cabinet is wood, attractively designed with eye-appealing colors . . . simple machine to operate high score 10,000 to 50,000 . . . dimensions: 25½ inches high by 15½ inches wide by 8 inches deep . . . a sure-fire hit.

Choice of large variety of colors to fit color scheme of any location

See your nearest distributor

COMPLETE FOR ONLY
$39.50
AVAILABLE FOR IMMEDIATE DELIVERY

MANUFACTURERS
PIONEER COIN MACHINE COMPANY
2634 NORTH LARAMIE AVENUE • CHICAGO 39, ILLINOIS ALL TELEPHONES: NATIONAL 2727

"Pioneer" will pioneer

Legal Anywhere

"Smiley"

The Game with "Real" Appeal
Fits any closed territory

A BRAND NEW, LEGAL COUNTER GAME

Now available from

Your Nearest Distributor

Manufacturers

Pioneer Coin Machine Company

2634 N. Laramie Avenue **Chicago 39, Ill.** **NATional 2727**

"Pioneer" will Pioneer

Stamp Vendors: Dollars Or Cents?—It Depends On You

(Editor's Note: The December 1945 issue of THE REVIEW carried an article on the operation of stamp vending machines entitled "$180 a Week for 'Playing Post Office.'" Since that time we have made further inquiries into this field. In the following article we take a second look at Stamp Vending and include discussions of some aspects of the business not included in the former article.)

It's anybody's guess as to how many stamps are sold each month through stamp vending machines. Probably several million. The machines vending these stamps are operated by a large number of men and women, most of whom are making a good living from their endeavors.

Like every other business, outstanding successes are matched by outstanding failures. There are men and women in the field with only eight or ten machines, conducting a "side line" business, and there are others with several hundred machines. But this much is certain: In order to make a living solely by the operation of stamp vending machines, the operator must have a fairly large number of machines, they must be in places where they will be consistently patronized by many customers, and the operator must be prepared to give a good deal of time to packaging his stamps and servicing the machines.

It is estimated that there are over 250,000 of these machines in the country, all of them relieving the Post Office of a tremendous load of work. Merchants generally welcome the machines in their establishments because the machines relieve them of the profitless task of selling stamps to customers. In fact, the machines are comparable with pay telephones as a public utility, and in recognition of this the Government has never taxed them. Their importance can be measured by the fact that during the war they were the only type of coin-operated machines granted priorities for critical materials.

That stamp vending machines also are a sound and safe investment for either part or full time income is shown by the earning of numerous operators.

A typical operator, a woman in Baltimore, states: "I have been operating postage vendors for over five years now. This past year alone my machines earned a net profit of over $6,000, and I really enjoy my work."

Mrs. Nora Dempster of Vallejo, Calif., has 10 machines that in 20 days of one month last year showed a profit of $164.00. Milton Stubbs of Bridgeport, Conn., has three machines that earn better than $35.00 a month each. More representative of the average operator's earnings are those of William Breen, Los Angeles, who has 109 machines that net him $7.00 a month consistently. Such successful operations run into the hundreds.

Meanwhile, however, there are a number of new operators who have started routes, only to give them up in short order, usually at a loss. In most cases these operators had poor locations and had done nothing to try to improve them.

According to R. H. Adair, distributor of several types of stamp vending machines in Oak Park, Ill., the whole trick of success in this particular phase of the vending machine business is *to use care in getting the proper locations.*

The stamp machine operators who have been successful, says Adair, have more or less built up their own personal code as to what is and what is not a good location. The consensus seems to be that an ordinary location should gross from $30.00 to $40.00 a month. Note that this is *gross*, not *net* profit.

"We have a number of customers," Adair states, "who devote their entire time to only stamp machines. By that, we mean they do not operate any other type of vending equipment but specialize in stamp vendors entirely. In the case of such operators, we have found that with an operation of from 200 to 300 machines a *gross* sale of $60,000 to $70,000 a year is a good average. Figuring that the basic net profit is about 10 per cent of this amount, it can be seen that in such cases the operator's profit is from $6,000 to $7,000 a year.

"A number of our other customers operate scales, 5-cent selective candy bar vendors, 1-cent peanut machines, etc. These operators in many cases use anywhere from 10 to 50 stamp machines on their routes, more as a convenience to their locations when they are asked about them, and also as a fill-in with their other machines. We find in checking with such customers that even though they are not devoting all their time to stamp machines, the machines nevertheless produce a good profit, considering the investment in the machines and the small amount of time consumed in servicing them."

For the purpose of this article, the Parkway Machine Co., Baltimore, Md., has supplied a record sheet of a Baltimore operator of Parkway postage stamp vending machines. The figures were compiled by a certified accountant and income tax was paid on the amounts, so that they may be assumed as correct. This operator has 55 machines—mostly located in pharmacies and restaurants. Three of the machines show an average monthly profit of over $30.00, while the lowest monthly profit is $4.25. The total monthly gross profit from all the machines is $622.14, an average monthly gross profit per machine of $11.12.

The value of such a route is indicated by the fact that several months ago, 40 of these 55 locations were sold for $4,500.00. Stamp stock of approximately $2,000 was sold at face value in addition to the price of the route. Also in Baltimore, seven machines on locations, each retailing for $30.00, were sold to another experienced operator for $700.00.

Another transaction in the same vicinity involved one of the largest routes in the city. The route consisted of about 200 locations that included about 300 machines. The retail list price of new machines was about $8,000. So profitable was this route that it sold for $20,000—vendors and locations being valued at $12,000 and stamp stock at $8,000.

These are exceptionally good examples, of course. Generally speaking, a stamp vending machine should make a net profit of about $7.00 a month. R. V. Jones, of the Jones Stamp Service, Milwaukee, Wis., declares that several operators of his acquaintance in Milwaukee and Chicago earn over $10.00 a month on each machine. Jack Olsen, sales manager of the Shipman Manufacturing Co., Los Angeles, installed a machine a year last January in an average sized drug store near his plant in order to learn at first hand the earning power of his company's product. An inspection of his receipt book shows that for the first

TURN PAGE

WE TAKE THE GAMBLE

WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS
MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES
BAKERS PACERS

ALL MODELS — ALL COIN PLAYS
We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

BAKER NOVELTY CO.
1700 WASHINGTON BLVD., CHICAGO 12, ILL.

MAZDA QUALITY BULBS

Lamp No.	Base	Amps.	Box(10)	Per100
40	Screw	0.15	55c	$4.95
44	Bay	0.25	55c	4.95
46	Screw	0.25	55c	4.95
47	Bay	0.15	55c	4.95
50	Screw	1 C.P.	65c	5.50
51	Bay	1 C.P.	50c	3.85
55	Bay	2 C.P.	50c	3.85

WRITE FOR PRICES ON OTHER SIZES

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

EXHIBIT'S
BIG
NEW LINE OF
AMUSEMENT MACHINES
SUPPLIES and CARDS
READY NOW!
OPERATE THEM EVERYWHERE
Write Us Today
for complete illustrated literature showing the entire line of modern money makers now ready to produce for you.
•••• EXHIBIT SUPPLY CO. ••••
4222-30 W. LAKE ST. CHICAGO 24, ILL.
Exhibit Machines on Display at
Advance Automatic Sales Co.
1350 Howard Street
San Francisco, Cal.
MAC SANDERS
2845 West Pico Blvd.
Los Angeles, Cal.

twelve months this one machine made a *gross* profit of $166 — almost $14.00 a month.

Out of the gross profit from his machines, the operator, of course, has various expenses. Maintenance is practically an unknown factor. Many machines have been in operation over 11 years and still are in daily use. However, practically all types of stamp vendors require refilling, or servicing, about twice a week, depending upon the amount of business done at the location. Where the operator has a number of machines, he needs a car or at any rate incurs transportation expenses of one kind or another.

Also, it is customary for the operator to give a percentage—15 to 20 per cent—of the gross profit to the location owner. Likewise, from the gross profit must be deducted: payments for the machine, if recently acquired; the cost of folders; and the cost of putting the stamps in the folders.

There are about seven manufacturers of stamp vending machines in the country. One brand (a triplex machine vending four 1-cent stamps for a nickel, three 3-cent stamps for a dime, and an 8-cent air mail stamp and a 1-cent stamp for a dime) sells to operators for $39.50 in lots of ten or more. There are also rolltype machines, which do not require folders and which hold more stamps (thus reducing the number of service visits), ranging in price from $75.00 to $100.00.

So, with a gross profit of $7.00 a month from a machine (which, to repeat, must be placed in a good location), it will require from eight months to a year to pay for the initial investment.

The cardboard folders in which the stamps are vended are a source of revenue. They cost from 55 cents to 65 cents a thousand. Many operators sell two advertisements on the folders, each advertisement paying about $1.00 a thousand. The operator generally pays about $1.00 a thousand for printing the advertisements, so that his net profit on the folders with two advertisements is about $1.00 a thousand. Most operators who sell these advertisements take orders in lots of 75,000, which allows them a profit of $75.00. Practically any type of business is a prospective advertiser—hotels, restaurants, theaters, clothing stores, beauty salons, cocktail lounges, etc.

One factor to take into consideration regarding the operation of stamp vending machines is the amount of time required to pack the stamps into the individual folders. The operator has paid, let us say, 65 cents a thousand for the folders. Every thousand folders return a gross profit of $10.00 when sold through the machines—representing a penny profit on each folder. But first the folders have to be packed.

The average operator in an hour can pack 700 single folders, each containing three 3-cent stamps. However, many operators find that after two or three hours they must stop to rest. Furthermore, it is sometimes difficult to hire anyone to do this tedious work. The average price paid by operators for packaging stamps is 2⅛ cents for each 25 folders—85 cents a thousand. If the folders have already cost 65 cents, the total cost of packaging comes to $1.50 a thousand.

This work can be greatly lightened by use of the several stamp packaging machines on the market selling for around ten dollars. One company has a multiple or "10 in 1" stamp folding device with which it is said to be possible to reduce the total cost of packing folders to $1.20 a thousand. The person using this machine packs a thousand folders in 24 minutes, as against nearly 90 minutes with single folders. Another firm has a table model packaging device with which it is said that an operator can package up to 5,000 folders an hour, depending on his manual dexterity.

Advantage of the use of such a machine is best shown by an example. A Milwaukee operator who has been in the business for the past five years has 121 duplex machines and 36 of the new triplex machines. In the last week of January, he sold over 17,500 folders of stamps. This man, with the multiple "10 in 1" folder, does all the packaging of folders by himself. He packs stamps at the rate of 3,000 an hour, and air mail stamps alone at the rate of about 4,000 an hour. This operator's locations, incidentally, are in drug stores, hotels and gift card shops. He does not sell advertising on his folders and so does not have to pay any commissions to the locations.

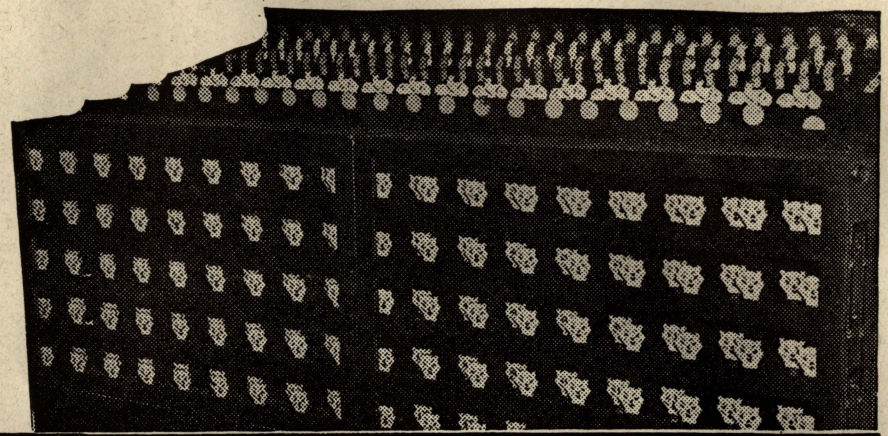
The cost of servicing the machines need not be a large item if the locations are not too scattered. Obviously it is better to have a route of a few machines located where there are a number of customers, rather than a route of many machines showing small gross profits and requiring excessive time and transportation expense for their servicing.

A few of the very large stamp machine operators in Illinois have hit on an idea to speed their servicing and at the same time make more profit on a volume basis. These operators deliver to locations at certain stated times a quantity of stamps already packed in folders, ready to be placed in the machines. For example, an operator will leave $40.00 worth of stamps loaded in folders, ready to be placed in the machine. The location pays the operator the $40.00 and refills the machine as necessary. On a sale of $40.00 worth of stamps there is about 10 per cent net profit, even taking into consideration the cost of folders. This means $4.00, of which the operator pays his location a 25 per cent commission, or $1.00, leaving the operator a profit of $3.00.

This system is not favored by many operators, for the reason that it is necessary to take an inventory of stamps in the machine

(See STAMP VENDING, Page 24)

It's Terrific!
BIG TIME
by Exhibit
BIG TIME—
In Earning Power
BIG TIME—
In Player Appeal
BIG TIME—
In Location Longevity
BIG TIME—
Every Way You Look
At This Novelty Game!
Come In Today!
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15



ARCADES
CARNIVALS
SHOOTING GALLERIES

Here's the sensational money-maker you want

GENUINE U. S. NAVY

ELECTRIC MACHINE GUN

REAL—NOVEL—BRAND NEW—SHOOTS PELLETS

Set up a battery of four guns and our attractive target background and start scooping up the dollars!

$3250 ***COMPLETE WITH GALLERY, FOUR GUNS AND 100,000 PELLETS!***

The ELECTRIC MACHINE GUN was specially developed for the Navy and used in the Air Technical Training Command for marksmanship training. These guns are BRAND NEW (not used), are easily operated and actually hit a moving target at 25 feet. No plumbing or compressers are necessary—just plug in to operate. Guns are portable and easy to assemble. They shoot with real machine gun sound effects. SET UP NOW FOR SPRING AND SUMMER BUSINESS. IMMEDIATE DELIVERY GUARANTEED! WRITE FOR COMPLETE DETAILS! LIMITED QUANTITY!

RUNYON SALES COMPANY OF N. Y.

593 10TH AVENUE
NEW YORK 18, N. Y.
LONGACRE 3-4820

Economy Supplies the Nation!

ECONOMY SUPPLY COMPANY

is happy to announce the opening of its new

BALTIMORE OFFICE

at

2015 MARYLAND AVE. BALTIMORE 18, MD.

Carrying a complete line of

PARTS—SUPPLIES—TUBES—BULBS for Coin Operated Machines

EXCLUSIVE DISTRIBUTORS IN MD.; WASH., D. C., & VA.

APOLLO, NATIONAL AND BEL-TONE RECORDS

Sid Merenstein *Jack Berman*

"ECONOMIZE WITH ECONOMY"

STAMP VENDING

(Continued from Page 22)

or in the location's hands at stated times for his own protection. Nevertheless, it is an advantageous system when a great number of stamp machines are wanted on location and the operator himself does not wish to take the time to do the actual servicing. In this type of operation the machine is not sold to the location but remains the property of the operator. The only difference from the usual procedure is that the location pays for the stamps in advance, fills the machine and takes care of the cash received in the vendor.

For the person entering the stamp vending machine operation business for the first time, it is important to remember that the resale value of a route depends on more than the value of the machines. A person might conceivably go into a section where there were no stamp vending machines and with good judgment select his locations in such a manner that each machine would show an exceptional profit. Subsequently, that route would be worth many more times the value of the machines — because the route would be a highly profitable business.

For example, a route of 80 duplex stamp machines in Milwaukee was sold the first of this year for $4,000, *plus the cost of the machines.* The purchaser was buying not a collection of machines, but a business that had been in operation since 1942 and was showing a weekly profit of $125.00.

In fairness to newcomers to the business it should be pointed out that highly profitable locations are difficult to find, and conversely that good locations may well compensate for less profitable locations. The operator must expect some of his machines to do much better business than others. One of the largest stamp vending machine operators in the country is located in the suburbs of Los Angeles. He has 1,100 machines. He has what is considered one of the top locations in the United States, the Owl Drug Store in Inglewood. At this location he sells about 9,000 folders a month, grossing $90.00. Of this $90.00, the drug store gets 20 per cent—$18.00. The folders cost about $5.00, leaving him a net profit of about $67.00.

Another exceptional location is at the Owl Drug Store at 6th and Broadway in Los Angeles, where a woman operates three machines which sell around 9,000 folders a month. Still another location at 5th and Market in San Francisco is said to do even better.

It is not likely that the person going into the stamp vending machine business will find locations even approaching the volume of these. However, there is still room for newcomers. As building throughout the country gets under way, many new markets, restaurants, drug stores, cocktail lounges, etc., will offer excellent locations.

Most people think of locations in drug stores. But many operators report a large field in other business establishments such as hotels, apartment houses, auto courts, gift and greeting card shops, hospitals, newsstands, cigar stores, office buildings, railway and bus stations, department stores, cafes, schools and colleges, and dime stores.

Neighborhood markets are much neglected as locations for stamp vending machines. One operator states that markets can show a comparable and even better volume of business than drug stores. He has found that at first business is slow, that it usually takes about 60 days for people to become familiar with the fact that the machine is there to serve them. After that, he has found business to be consistently good.

Men and women thinking of becoming operators of stamp vending machines can be sure of a comfortable living *if* they bring to the business the same sound judgment necessary to the successful management of any other kind of merchandising business. The best machine in the world will not make money if it is not where there is money being spent.

Those who do exercise good judgment, careful preparation, and judicious selection of locations eventually will agree with one operator who sums up the business in these words: "For the amount of time required to package stamps and service the machines I do not know of any investment at all comparable. I was in the grocery business for a number of years, but now I am realizing the enjoyment of short hours and a splendid profit on money invested in my machines."

Bid for Best Photo

NEW YORK—*Life*, in its March 25th issue, gave Wurlitzer a nice though unintentional plug in its article about Johnny Camera, Italian waif adopted by a Texas cook and former infantryman. Picture accompanying article is almost full-page and shows Johnny leaning against a Wurlitzer automatic phonograph engrossed in the record changing operation. For human interest and widespread appeal, picture should rank high in best coin machine pictures of this year.

NEW MACHINES!

Evans Bangtails, 5c J.P.	$596.50
Mills Vest Pockets	74.50
Genco Total Roll	525.00
Chicoin Goalee	525.00
Evans Ten Strike	372.50
Evans Ten Strike, F.P.	435.00
Premier Skee Barrel Roll	414.50
Gott. Stage Door Canteen	249.50
Gott. 3-Way Gripper	39.50
A.B.T. Challenger	65.00
Groetchen Columbia J.P.	132.50
Victor Model V Vendor	10.75
Victor Model V DeLuxe	12.75
Munves Super Skeeroll	349.50

Kleer-Flo Parts Cleaner and 30 Gal. Drum of Fluid $129.50

Evans Bangtails, Comb. F.P. & P.O., 7 Coin ..... 5c ..... $674.50; 25c 764.50

Pace Cherry Bell ..... 5c .. $250; 10c .. $275; 25c ..... $300.00; 50c ..... 500.00; $1 ..... 600.00

Jennings Bronze or Standard Chief ..... 5c ..... 249.00; 10c ..... 259.00; 25c 269.00

Jennings De Luxe Club Chief ..... 5c ..... 259.00; 10c ..... 269.00; 25c 279.00

Jenn. Super De Luxe Club Chief ..... 5c ..... 274.00; 10c ..... 284.00; 25c 294.00

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C.O.D. OR SIGHT DRAFT.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS

Why A Public Relations Program?

by Jack Kelner

Mr. Coin Man, this may have happened in your family. A school teacher was taking census of the professions represented by the fathers of the children in her room (for some reason that escapes me now.) All was going well until it came Johnnie's turn to stand up. He fidgeted and stammered and finally made an incoherent reply to the effect that he really didn't know. The kindly teacher wanted to help, so she started to enumerate the various types of work Johnnie's father might be engaged in. "Is he a professional man like a doctor, a lawyer, architect, engineer, auditor, actor, philosopher or preacher?" The reply was negative. "Is he a merchant like a butcher, baker, grocer, shoemaker, clothing, hardware, dry goods, druggist or tobacconist? Johnnie was sure he didn't fit among those. The teacher patiently tried again. "Possibly he works at a trade like a plumber, carpenter, contractor, plasterer or bricklayer?" Johnnie shook his head. "Is he a truck-driver, a salesman, a newspaper reporter, radio announcer, insurance man, theatre owner, or perhaps circus clown?"

By this time the rest of the children were tittering, and Johnnie was becoming more embarrassed every minute. Tears were welling up into his eyes as he stoutly declared that his father was kind and generous and the best dad in all the world. But that didn't help the census, and that didn't satisfy his classmates who couldn't understand why Johnnie didn't know what his father was. Henceforth, Johnnie travelled under sort of a cloud, and it gave the neighborhood plenty of rope for gossip when the children reported the incident back in their homes. The truth was that Johnnie's father was a Coin Machine Operator, and since nobody ever could adequately explain what that was to him, nobody really tried.

Some years ago, I moved my family into one of the very, very "nice" neighborhoods. My small daughter of six was playing out front with the other children, when a tall, gaunt, elderly lady of the "Mrs. Uppington" type stopped to chat with her. "You are new in the neighborhood, aren't you?" "Yes," politely replied my little girl. "What does your father do?" asked "Mrs. Uppington." She hesitated only a second, and said, "Why he's a doctor!" "A doctor?" "Oh, yes, he's a very *special* doctor. People call him up at all hours of the night and ask him to hurry quick to fix sick machines."

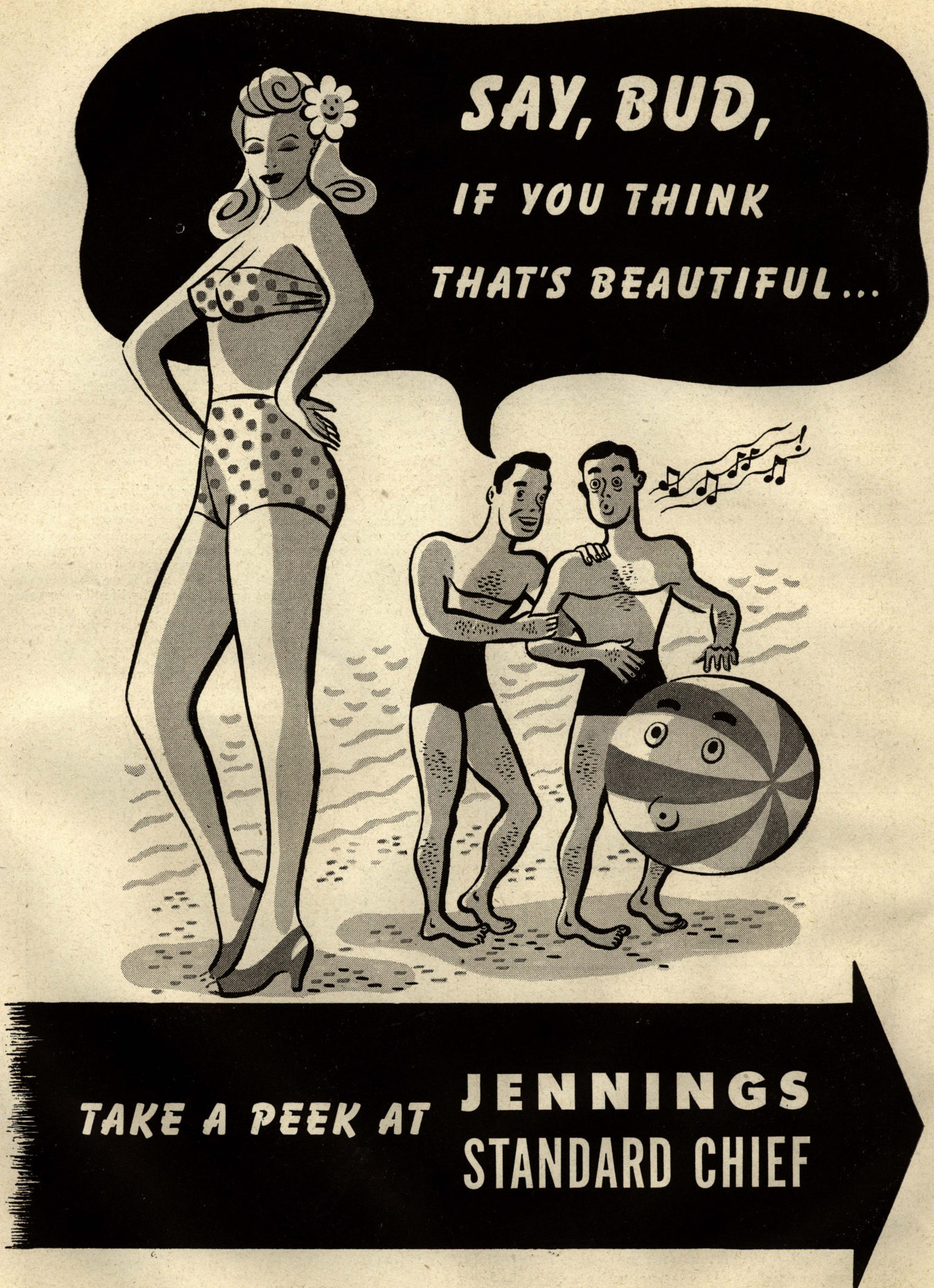
The Coin Industry is so young that the public still retains most of its impressions gained during the prohibition era when it was in its teething stage. The first and foremost impression is that all engaged in this business are raking in the money with a lavish hand. That all coin businesses are tied up with the underworld rackets in some way, and if you are in it, you are in the KNOW and also are probably paying off to some crooked politician. The minute a layman talks of the coin "racket" he lapses into a slang vernacular and starts talking thru the side of his mouth to give it emphasis. The next impression the public has is the kind of business establishments coin men have. Usually they refer to them as side-street stores with paint all over the windows to cover-up a hide-out. Most people believe that all coin men do their bookkeeping in dog-eared notebooks carried in the hip pocket . . . and all banking is done in a shoe box hidden under a board. That is done to circumvent paying local and government taxes.

The coin man is not a business man who adds something to the local well being and general welfare. His business is parasitic. He diverts money from regular channels into the maws of vice and crime. He gives no Charity. He belongs to no Church. There is no real NAME or Niche for his business in the category of TRADE. What CLASSIFICATION does he fit into for joining the business luncheon clubs like Kiwanis, or Rotary, or Lions? Is he a merchant, a tradesman or a professional man?

You may find this hard to believe, but these are the things the public thinks of you, fellow operator. Have you ever gone to your Lodge and been asked to stand up and introduce yourself to the assemblage giving name and business? Do you proudly get up and say "Coin Machine Business" while wondering if your fellow members will understand the term, then itch to make a lengthy explanation?

Don't you think it is high time your neighbors were set right about you? Don't you think the public ought to be shown that you are not making money hand over fist without working for it? Wouldn't it be wise to educate a lot of people *out* of their erroneous impressions that you are a racketeer, a relative of crooked politicians? Don't you think we ought to show them that we DO give Charity, that we DO belong to a Church as much as anybody, that we are a useful part of community life like any other merchant, tradesman, or professional man? Then by God, let's teach 'em. Let's all tell 'em by printed word and by word of mouth. Let's tell 'em from every roof top and in every newspaper. Let's tell 'em thru the comics and the screen. LET'S TELL 'EM! Send your checks to the association's PUBLIC RELATIONS FUNDS. That's our slogan—"*Let's Tell 'Em!*"

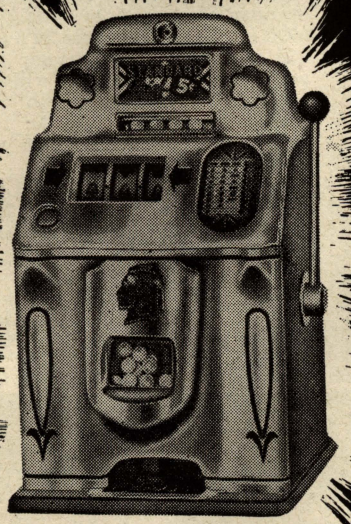
W.R. BURTT
THE COIN TUBE MAN
Critical Types Offered Consumer Market at OPA Retail List Prices.
Radio Tubes for all makes of Coin Operated Machines
Write for Twice Monthly Inventory Release Sheet.
W. R. BURTT
442 N. SENECA WICHITA 12, KANSAS


SAY, BUD,
IF YOU THINK
THAT'S BEAUTIFUL...
TAKE A PEEK AT
JENNINGS
STANDARD CHIEF

NOW...

READY FOR RELEASE!

IT'S A BANNER DAY FOR JONES



JENNINGS

Standard Chief

COIN MACHINE REVIEW

27

FOR MAY 1946

JONES DISTRIBUTING CO.

127 E. 2ND SOUTH · SALT LAKE CITY, UTAH

1454 WELTON ST. · DENVER, COLORADO

Cigaret Vendor Operators Sweat It Out

By Jack Kelner

CHICAGO—The news came to most cig operators in the form of a special bulletin from the National Automatic Merchandising Association which read as follows: "OPA is believed to be about to grant cigarette manufacturers a price increase of one half cent per package. OPA may refuse to allow retailers or vendors to pass this increase on to the public." Then the Association suggested that the Operator get in touch with his Senator or Representative as well as write to OPA, urging that retailers be permitted to pass on this increase because of the present high cost of doing business as compared to pre-war standards. The absorption of this ½¢ increase in the wholesale price of a pack of cigarettes would practically wipe out the profits in the cigvending business.

My information about the contemplated increase came several days prior to the N.A.M.A. Bulletin, via long distance phone call from Washington. A close friend advised me to gather my bookkeeping figures for cost-of-doing business in '45, and the present cost-of-doing business with the ½¢ added into the figures, and to send this comparative data to Washington for perusal by OPA.This I did with alacrity, and have been hoping that OPA will handle our life blood with a little of the perspective operators use.

I can readily appreciate that the cigarette manufacturers need that ½¢ more for their merchandise. Tobacco has doubled in price recently, to say nothing of higher labor costs. OPA contends that an allowance of one whole cent was made two years ago in retail ceilings when Congress tacked a ½¢ raise to the Federal Stamp on cigarettes. Now they suggest that retailers use that extra half cent in absorbing the price rise.

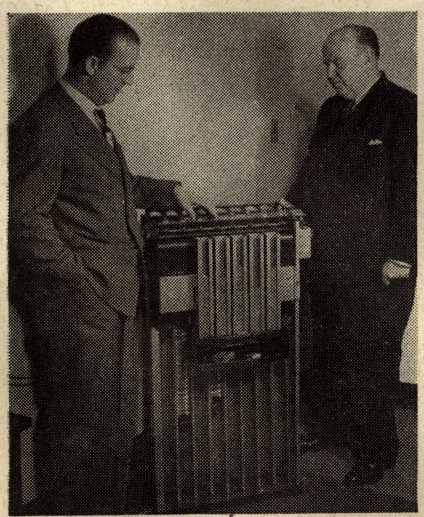
BUT, many changes have taken place in this business. I can fully appreciate OPA's desire to keep prices down. Goodness knows, the consumer is paying thru the nose for everything he buys all down the line. I can appreciate Labor's desire to get a raise in wages with the price of most living commodities up on an average of 19% (so they tell me in the statistical bureaus.) I can understand the fallacy of putting $20 more in the worker's weekly pay envelope and taking $20 out in the higher cost of living. What I don't understand is why this wasn't all ironed out, anticipated, and prepared for before V-J Day. Big Business, Labor and Government knew this was coming. Strikes were predicted by every expert months before the Japs capitulated. Big business knew, and evidently didn't give a d—— that the consumer was going to have to wait for all the things he felt were essential to his well being. Labor knew too . . . and didn't give a d——. Labor says that Capital can stand a wage increase without raising merchandise prices . . . Capital says it can't. Labor says that the *volume* will offset the smaller unit profit on each item. Capital says that volume will only increase the losses when you don't make a profit per unit. NOW . . . how does this apply to our cigarette vending business?

The price of a pack of cigarettes today is the same as it was in '31 when the depression was at its lowest ebb. In those days, you could rent a store, buy a truck, run it, hire a service man, and get a bookkeeper for half of what it costs today. Does the gross profit on a pack of cigarettes allow us to pay the difference in overhead today?

In the fifteen years I have been travelling on the road selling vendors, installing machines, and setting up operations for customers, I have yet to meet the man who *nets* more than a penny on a pack of cigs. The average is .7 of a cent, and very often it is ½¢. You might ask, "Why do people go into a business that nets so little, for so much work, and so much investment?" The main reason is that cigarette retailing is a STEADY business not liable to depressions as much as other commodities. People would rather make a small STEADY livelihood than any other kind. It is a clean, honest, regular living, but the minute you wipe away ½¢ from the net, it is no longer a business. It is a Liability. Therefore, for cigvendor operators to stay in business, they must be allowed to pass on the ½¢ increase. TODAY'S increased overhead warrants it.

The increase in wholesale cigarette prices will further DECREASE net profits to the operator because of the additional investment in STOCK. In many STATES the ½¢ will put the vendor operator in the odd-penny bracket where he will be obliged to stuff his cigarettes with pennies for change. Also, there will be the cost of penny-pushers, and the Labor to push the pennies into the packs.

So, the operator will make less, and the consumer will pay more. It is all too complicated for me to say exactly who started all this, who is at fault, and what shall we do in the future, or what does it hold. All I know is, we are sweating it out, and hope the ½¢ rise will be allowed to pass on.



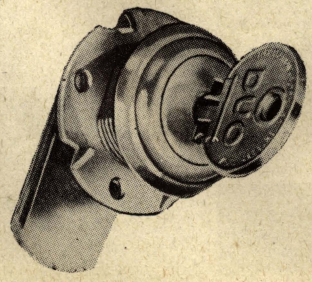
C. A. Blake, left, and Hal Meeks, right, examine the chassis of the Eastern Electric Cigarette Vendor during Blake's visit to New York to hustle deliveries to the Coast.

IT'S BETTER TO SPECIFY *ILLINOIS LOCKS!*

You could bury your coin boxes for safety . . . but it would be hard to stay in business that way. You can team-up *safety and business* by specifying DUO LOCKS . . . look at all the safety features you get!

- **Key can't be duplicated on standard key machines**
- **Triple-combination action of 14 tumblers makes picking virtually impossible**
- **Floating key guides assure perfect alignment and easy operation**
- ***and, in addition,* you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination. You need only one key for all your machines . . . yet you get maximum protection.**

Write for complete information.



ILLINOIS

ILLINOIS LOCK COMPANY
804 South Ada Street **Chicago 7, Illinois**

Challenge Displays 1,000-Drink Vendor

CHICAGO—The 1,000-drink vendor manufactured by Challenge Industries has been premiered at the Field Building, the company's headquarters, and according to Richard Cole, sales promotion manager, the 700-pound machine will serve its full capacity of drinks without reservicing.

The machine is about the same size as cup vendors for theater lobbies and will cool water and syrup and dispense cold drinks immediately after installation. Vendor connects directly to the city water supply and the cooling mechanism carbonates the drinks. A mixing valve controls the proper proportions of syrup to water regardless of the size of the drink.

Incorporated in the machine are an electrically operated device to record each drink dispensed and a coin counter. Another feature is a coin selector, described as a "safety interlock rejector and slug protector," which returns coin in event of any failure of syrup, water, cups, or power.

The company describes the cup delivery system as the "positive spiral release type" which insures cup drop.

A door on the front of the machine provides easy access to the syrup, cups, and carbonation unit. Water and syrup containers are of stainless steel, and mechanical parts, which may be serviced by removal of outer panels, are assembled on a structural steel chassis.

Rosensteins Buy Routes

DES MOINES—The Rosenstein brothers of Marshalltown have purchased the Marshalltown routes formerly owned by Superior Sales Co., Des Moines, it was learned here recently.

You, CMI . . . and The Future!

Have you joined the CMI?

We of the editorial staff of THE REVIEW, beginning with our February issue, have pointed out the desirability, yes, even the necessity, of membership in Coin Machine Industries, Inc. In April we published an article by James T. Mangan, of Mangan and Eckland, pointing out the benefits of CMI membership. This time we give you the reaction of DeWitt (Doc) Eaton, sales manager of AMI, on the subject.

"Doc" feels, and we agree, that the Industry should be satisfied with nothing less than 100 per cent representation. Every operator, distributor, and manufacturer throughout the nation should be affiliated with CMI.

Why? We all know the value of organization. The basis of every action—be it political, economic, or social—lies in the fact that the organized minority has miraculous power. Organization may be for purposes of exploitation, personal aggrandizement, ideological control, power, or protection.

In the case of our Industry, as "Doc" points out, we need organization for protection and for public respect. Individual members will find it much easier to succeed when the public has approved of their activity. And the public has accepted our services enthusiastically. We cannot afford to let an organized minority impair our activities through unfair or discriminatory taxation, adverse legislation, derogatory propaganda, etc.

The only way to combat such a situation is to present a united front. By joining the association, we individually certify our faith in the Industry. When the day arrives when we can announce that every operator belongs to this association, the organization will be even more effective.

That day is coming soon. The majority of the coin machine manufacturers belong; more than half of the leading distributors belong; hundreds of independent operators have already joined. Yes, the day is coming when the association can publicly state that it represents the entire Industry. If you have not already done so, hasten that day by immediately sending your check for $25 to James A. Gilmore, secretary of Coin Machine Industries, Inc., Room 508, 134 North La Salle Street, Chicago 2.

Your $25 pays for your membership for 12 months, brings you a certificate of membership which you will be proud to display, and brings you and the Industry all the benefits which come from organization. Don't delay; send your check now.

Opens New Orleans Branch

DETROIT—Robinson Sales Co. is opening a branch in New Orleans. Ben Robinson recently went south to supervise the opening.

Operator Fights Ban

LAGUNA BEACH, Calif.—Dick Sharpe, amusement machine operator, has filed action with the superior court asking that Chief of Police Paul H. Johnson of this beach resort town be restrained from enforcing a city ordinance listing the machines as public nuisances.

Sharpe, threatened with arrest if his miniature football games are installed in Laguna Beach business places, asserts his machines are non-gambling and asks that the ordinance, adopted in May, 1940, be declared null and void.

New Offices for AOLAC

LOS ANGELES—Offices of the Associated Operators of Los Angeles County, Inc. will be moved to 2848 West Pico Blvd. about May 15, according to Managing Director "Curley" Robinson. The move is designed to provide more space for the Association and to locate it in closer contact with the activities of Coin Machine Row.

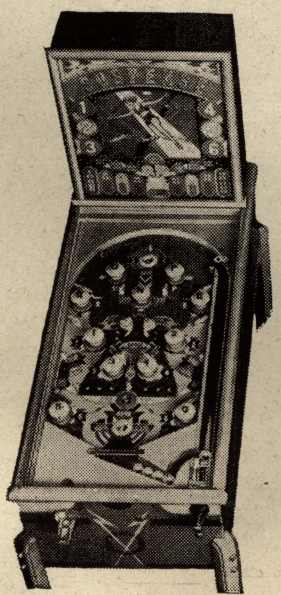
In order to facilitate the gathering of news about the Association, its members and the local coin machine industry generally, Robinson is planning to provide desk space at the new offices for representatives of the various coin machine magazines.

it's terrific!

"SUSPENSE"

- **"SCHEMATIC" PANEL**
- **VISUAL BALL LIFT**

ORDER FROM YOUR JOBBER OR A WILLIAMS REGIONAL DISTRIBUTOR



Williams
MANUFACTURING COMPANY

**151 W. HURON ST.
CHICAGO 10, ILLINOIS**

Join CMI Now!

The NEW
CHANGE-MASTERS
**SOLID ALUMINUM CASTING
POLISHED CHROME
HOLDS $10 IN NICKELS**
$9.85 Each
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

FOR THE BEST—IT'S MONARCH!

Thoroughly Reconditioned Automatic Payout Consoles

Bakers Pacers DDJP	$265.00	Evans '41 Bangtails JP	$295.00	Super Bell 25c	$395.00
Bakers Pacers JP remote	345.00	Evans Rolleto Jr.	125.00	4-Way Super 3/5 & 25	650.00
Bally Roll 'Em	145.00	'40 Dominos	175.00	Super Bell Tw. 5 & 5	395.00
Bally HiHand 5c	199.50	'41 Dominos JP, 5c	295.00	Super Bell Tw. Comb. 5 & 5	495.00
Bally HiHand 25c	295.00	'41 Dominos JP 25c	475.00	Super Bell Tw. 5 & 25	495.00
Bally Bells 5 & 25	125.00	Jennings Silver Moon	145.00	Super Tracktime	295.00
Bally Club Bells	245.00	Jennings Derby Day SI	65.00	Mills Four Bells	395.00
Bally Royal Draw	105.00	Jennings Bobtail	125.00	Jumbo Parade Late 5c	135.00
Caille Roulette 25c	275.00	Jennings Golf Ball 25c	195.00	Paces Races (Br)	175.00
Evans '40 Pacer	295.00	Keeney Super Bell 5c	310.00	Paces Saratoga 5c	99.50
Evans Lucky Lucre	150.00	Liberty Bell	55.00		

SPECIAL

Paces Twin Reels 5 & 10 ..... $295.00
Paces Twin Reels 10 & 25 ..... 345.00

Thoroughly Reconditioned 1-Ball Multiple P.O. Tables

Fairmont	$495.00	Long Shot	$275.00	Keeney Fortune	$200.00
Turf King		Sport King	275.00	Santa Anita	165.00
Jockey Club) Special	325.00	War Admiral	265.00	Gott. Multiple Races	95.00
Kentucky	$275.00;	Mills 1-2-3			$ 69.50

Ready for Location 1-Ball Multiple F.P. Tables

Longacre	$425.00	Pimlico	$375.00	Dark Horse	$195.00
Thorobred	425.00	'41 Derby	350.00	Sport Special	175.00
Club Trophy	325.00	Sportsman	295.00	Mills '40 1-2-3	99.50

SPECIALS

Mills Used 5c Vest Pockets, perfect condition, $52.50 ea.; with J.P., each	$ 62.50
Exhibit Rotary Merchandiser, Pusher Type, in Beautiful Condition	325.00
Groetchen Metal Typer LIKE NEW with 10c Chute	350.00
2 A.B.T. Airomatic Rifle Ranges, Complete with 6 Rifles, each	1500.00
New Mills 4 Bell Cabinets, each	22.50

FOR SPECIAL REBUILT SLOT MACHINE VALUES . . . WRITE

WRITE FOR LISTS: Special Arcade Equipment Values and 5-Ball Freeplay Pin Games.

TERMS: 1/3 Deposit, Balance C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave. ARMitage 1434 Chicago 22, Ill.

C. M. Exports Fell Off in 1945

WASHINGTON — Canada and Mexico were the biggest foreign buyers of coin machines in 1945, according to figures released by the U. S. Department of Commerce, which also show a total of 7,233 coin machines of all types representing a value of $552,119 exported to 25 foreign countries last year.

In dollar value, exports of coin machines were approximately $215,000 lower in 1945 than in 1944, although over 1,300 more machines were exported in 1945 than in the preceding year. This is because the dollar value on all types of coin machines was higher in 1944 than in 1945.

The United Kingdom, one of the largest outlets for the export market prior to the outbreak of the European war in 1939, was completely out of the U. S. export trade in 1945. This, of course, is attributable to wartime conditions in Britain and the diversion of capital to war service.

Previous Department of Commerce figures show that in 1940, 15,668 coin machines valued at $1,248,692 were shipped to foreign buyers.

The bulk of machines exported last year was shipped to Latin-American countries, which countries probably will represent the principal market in the present year.

The chief reason for the decline in numbers of machines exported last year is the drop of the Mexican business. In 1944, Mexico bought 1,921 machines valued at $385,233, while in 1945 that country bought only 799 machines valued at $194,237.

Canada led all foreign countries as best customer for U. S. coin machines. The Department of Commerce shows a 1945 shipment to Canada of 5,584 machines at a value of $208,541. The figures in this case do not represent a true picture of the business because a large number of coin machine mechanisms, not included in the export totals, are shipped to Canada and placed in Canadian-built cabinets to encourage Canadian industry.

Recalling the huge export market prior to 1939, when 47 foreign countries were purchasing American-made coin machines, manufacturers and distributors in this country have set up export departments in anticipation of an export business surpassing previous years.

It is expected that few new machines will be available to the export trade because of the delay manufacturers have experienced in bringing out new equipment and the necessity of first filling a tremendous volume of orders in this country.

Great Britain, an important customer before the war, remains something of a question as far as future export business is concerned. The British do not have the dollar-reserve necessary to buy American machines, and in addition British economy requires that her own manufacturers develop a considerable export business. British-made coin machines are said already to be invading the European market.

While the 1945 export business in coin machines was nowhere equal to 1939, the total of the business is remarkable, considering the abnormal economic conditions prevailing throughout the world and the shortage of shipping. A definitely encouraging note is the upswing in the number of machines exported in 1945 as compared with the number in 1944. A sharp upswing in production of new machines this year should put the export business well on the way to the favorable conditions of pre-war days.

Build Coin Radio

LOS ANGELES—Plans for building a coin-operated radio have been completed and delivery of the first units is scheduled for May 1, according to H. A. Held and M. L. Cohn, of the Radime Co., of Los Angeles.

A San Francisco hotel is reported to be the first customer to receive the six-tube set, which measures 33 inches high, 16 inches wide, and 12 inches deep. Provided with volume control prior to installation, the radio will be ideally suited for hotels and similar locations. It will play 30 minutes for a dime.

New Salesboard Co.

CHICAGO—New entry into the salesboard manufacturing field is Gilco Products, Inc., 356 West Van Buren, Chicago, just organized by I. E. Gill. With a complete line of boards already in production, Gill states that he is making arrangements for national distribution.

Gill is a veteran production man in the industry, having been connected for many years with Superior Products, Chicago, and Globe Printing Co., Philadelphia, both old-established salesboard companies.

STANDARD BRANDS

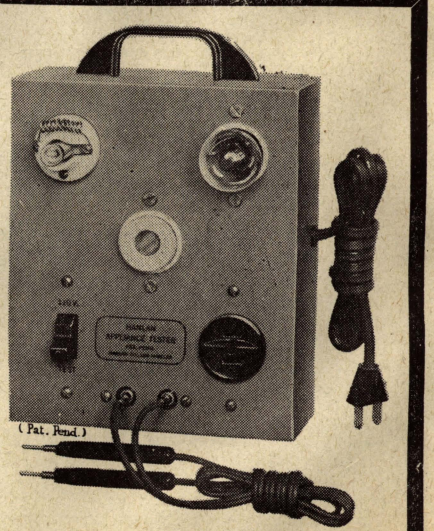
Presents the

MACHINE TESTER

Locates trouble instantly in all electrical devices. Tests continuity, open circuits, grounds, etc. Short circuits easily detected. No blowing of fuses. Highly efficient. Easy to use. Perfectly safe. Every operator should have one.

$9.50

complete with instructions



Badger Sales
1612 W. Pico Blvd.
Los Angeles

Badger Novelty
2546 North 30th St.
Milwaukee

Bell-O-Matic Corp. To Sell Mills Bells

CHICAGO — Bell-O-Matic Corp., 4100 Fullerton Ave., Chicago, is now handling the sales of all Bell Coin machines and related products through an arrangement with Mills Industries, Inc. Officers of the new company are familiar figures in the coin machine industry. They are: Vincent C. Shay, president; A. V. Cooley, executive vice-president; Ralph, Herbert and Hayden Mills, vice-presidents; John P. Ryan, treasurer; P. A. Tennis, assistant treasurer; and E. E. Jacobson, secretary.

The new company announces that there will be no change in the machines offered for sale and promises the same high quality Mills products which for 56 years have been sold under the familiar Owl trademark.

The new company has been formed to streamline sales and deliveries of Mills Bell products. It will enable the officers to concentrate on operator distribution problems, by relieving them of responsibility in all matters concerning manufacturing and production.

Arcade to Move, Expand

DETROIT—George Russell, buyer for the American Blower Co. during the war, and Edwin Stein, veteran Detroit automatic phonograph operator, recently took over Detroit's Playground Arcade which is to be moved to 520 Woodward Avenue, a few blocks north of its former site.

Housing for the new and enlarged arcade is a four-story building. A bowling alley will occupy the basement, the arcade and food service will be on the main floor, and a long-range shooting gallery will be installed on the second floor. Three floors of the building will be open to the public.

A feature of the new arcade will be its food service, which in addition to the usual arcade refreshments will offer sandwiches and a variety of fruit and vegetable juices. The juice drink market in Detroit is said to be only partially developed, and the arcade expects to give considerable exploitation to this feature.

The present arcade, featuring an eye-catching Batter-Up installation and a jewelry and engraving department, will remain in operation until the new quarters are ready for occupancy.

New Tolces Products

NEW YORK—A new contact improvement for poker tables is being marketed by Julius Tolces, production expert with Perfect Games, Inc. Tolces is also working on a holder to steady record discs while revolving.

Complete Exhibit Showroom

CHICAGO—Exhibit Supply Co.'s new showroom is completed and equipment displayed there is quite imposing. Firm is set for full production if and when materials are available.

Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

OPERATORS, ATTENTION!

AVAILABLE IMMEDIATELY

SUPREME SKILLROLL

Designed By Jack Firestone

The New Improved 10 Foot Supreme Alley

Check the Following New Features:

- *New all metal cheat proof ball release*
- *Larger ball*
- *Beautiful 10 foot natural wood cabinet*
- *A. C. operation thruout, no rectifiers*
- *Metal lined ball runway, accessible for servicing*
- *Cash box separate from mechanism*

SIZE: 10 FT x 26"

$329.50

F. O. B., BROOKLYN, N. Y.

12 Ft. and 14 Ft. Sizes. Prices on Request.

ORDER FROM YOUR NEAREST LOCAL DISTRIBUTOR!

Oklahoma
CLIFF WILSON DIST. CO.
1121 S. Main St., Tulsa, Okla.
119 S. Walker St., Okla. City, Okla.

Oregon
WESTERN DISTRIBUTORS
1226 S.W. 16th Ave., Portland, Ore.

Southern New Jersey
STANDARD AMUSEMENT CO.
705 Emory St., Asbury Park, N. J.

California
GENERAL MUSIC CO.
2277 W. Pico Blvd., Los Angeles, Calif.
1157 Post, San Francisco, Calif.

Florida
MELODY MUSIC CO.
113 N.E. 9th St., Miami 36, Fla.

Georgia, Alabama
H & L DISTRIBUTORS
708 Spring St., N.W., Atlanta, Ga.

Michigan
E & R SALES
813 College Ave. N.E., Grand Rapids, Mich.

Boston, Mass.
TRIMOUNT COIN MACHINE CO.
40 Waltham St., Boston 18, Mass.

OTHER DISTRIBUTOR TERRITORIES AVAILABLE

GET IN TOUCH WITH . . .

SUPREME ENTERPRISES, INC.

557 ROGERS AVE., BROOKLYN 25, N. Y. • Phone BUckminster 2-8400

NATIONAL DISTRIBUTORS FOR

SKILL G & G GAMES INC.

COMO LO VEMOS DESDE AQUI

Resumen de los sucesos importantes en la Industria

Navarro da a Aireon una exhibición estupenda en la Ciudad de México

MEXICO, D. F.—El 16 de Marzo era Día "A" en la capital—día que quedará grabado en la memoria de los que asistieron a la exhibición del nuevo fonógrafo Aireon. En la Casa Navarro, Aquiles Serdán Número 55, con todo lujo el señor Francisco Navarro presentó la máquina nueva a los operadores del país.

Poco antes del mediodía, la señora Padilla, esposo del candidato presidencial y amigo íntimo del señor Navarro, el señor Ezequiel Padilla, tiró de las cuerdas de terciopelo que soltaron los telones y descubrieron el nuevo Fonógrafo Electrónico de Aireon.

Miles de personas—operadores y sus familias, amigos, representantes de la prensa, oficiales del gobierno y de otras industrias—gozaron de la hospitalidad de la Casa Navarro y aprovecharon la oportunidad para ver la máquina nueva. Los refrescos proporcionados por el señor Navarro eran copiosos y lujosos.

Durante el día la Casa Navarro difundió por radio varios programas incluyendo entrevistas con las personas célebres que estaban presentes. *Noticiero*, compañía cinematográfica, hizo una crónica gráfica del acontecimiento, la cual fue exhibida en 500 teatros del país durante la semana siguiente. Muchos de los amigos del señor Navarro no sabian que este estaba en la ciudad hasta que le vieron en la pantalla. Por supuesto éstos apresuraron a felicitarle y a ver el fonógrafo.

Después de la exhibición, el señor Navarro anunció que había nombrado al señor David Romero, de La Feria, subdistribuidor en el Distrito Federal. También anunció que había recibido depósitos de $30,000 en un contrato para un mínimo de 500 instrumentos, y una garantía de 800—sin duda uno de los pedidos más grandes que se ha recibido para máquinas automáticas en las Américas—aproximadamente un millón de dólares.

La Casa Navarro está refiriendo la historia de Aireon al público de México por medio de anuncios en ASI, revista semejante a LIFE que está en circulación por todo el país. En el número de Abril, los anuncios en dos colores de la Casa Navarro ocuparon dos páginas.

Miles de personas se reunieron a la entrada de la Casa Navarro. Habia musica, una merienda suntuosa y entretenimiento para todos.

LOS ANGELES—El señor Francisco Navarro, de la Compañía Distribuidora Navarro, regresó a esta ciudad el 11 de Abril después de una ausencia de unas seis semanas. En Marzo el señor Navarro partió con rumbo a la Ciudad de México para superentender los preparativos para la ex hibición de Aireon en la capital.

"Nuestra fábrica ya está en producción y los primeros instrumentos estarán aquí a fines de Abril," dijo Paco. "Con el movimiento de surtidos, se aumentará la producción y esperamos recibir a lo menos una vagonada la semana de instrumentos en Junio."

Como resultado de las exhibiciones de Navarro aquí y en la Ciudad de México, el 12 de Abril Paco envió un pedido con valor de dos millones de dólares, poco más o menos, a W. E. Simmons, representante de Aireon.

Resumen de Sucesos en la Industria

Sigue la escasez de materiales. En la actualidad, los artículos más críticos son (1) hilo metálico y (2) motores. Un fabricante de juegos de azar y de fonógrafos en Chicago nos ha dicho que, a causa de la escasez de hilo metálico, es posible que las líneas de producción no funcionen a toda capacidad por nueve meses. Sin duda todo esto resulta de los paros. Aunque la mayoría de los huelguistas han vuelto a los talleres, hay tantos pedidos amontonados que es imposible cumplirlos inmediatamente.

A causa de la falta de motores, la compañía Aireon está dedicando una de sus ocho plantas industriales a la producción exclusiva de motores fraccionados.

Las restricciones impuestas en la construcción de edificios y casas han impedido las entregas de madera. En el mercado negro, sí, se puede comprar madera—a precios muy subidos. Es probable que el gobierno inicie una campaña contra el mercado negro de la madera como lo ha hecho contra el de la carne.

Fonógrafos

Las exhibiciones de modelos nuevos se han verificado, por todas partest del país, con lujo y han evocado gran interés. En las ciudades más grandes, artistas del cine, de la radio y del teatro han asistido y han prestado sus servicios. Por eso, cada exhibición ha llegado a ser verdadera fiesta. Miles de operadores han visitado las salas de exhibición.

El primero de Mayo, Aireon está haciendo entregas a los distribuidores del país. Cada distribuidor recibirá su cuota de las máquinas disponibles.

AMI hará sus primeras entregas el 15 de Mayo.

Los distribuidores de Rock-Ola ya han recibido la primera entrega de instrumentos. Y, de paso, esto nos hace pensar en lo que pasó aquí con un distribuidor. El señor había prometido que, con la primera vagonada recibida, entregaría una máquina de muestra a cada operador que le hubiera dado un pedido. Pero recibió tantos pedidos que no podía cumplir con su promesa. Por eso tuvo que alquilar un almacén para guardar los fonógrafos y al momento está esperando con impaciencia la llegada de otra vagonada.

La máquina de precio más bajo queda la de Rock-Ola que se vende a $595, incluyendo el impuesto federal. Los precios de los otros fonógrafos suben hasta $900. Pero se dice que otro fabricante, cuyo nombre no se nos permite revelar, está para producir un fonógrafo nuevo con un precio de $475.

Juegos nuevos

Los juegos de Jennings—*Standard Chief, Bronze Chief y Cub Chief*—ya están en producción en Chicago.

Entre los juegos de novedades, hay varios

En la República de México
Para Máquinas Automáticas y Accesorios de Cualquier Clase
Vaya a
CASA NAVARRO
DISTRIBUIDOR EXCLUSIVO de AIREON
Aquiles Serdan No. 55 **(Telefones: L2252 y 111709)** **Mexico, D. F.**

juegos de boliche (de bolos). Algunos distribuidores mexicanos están mirándolos con interés. Se dice que algunos van a experimentar con los juegos para averiguar la reacción del público mexicano.

Radios automáticas

Crece el interés en las radios automáticas. Tradio Co. de New Jersey ha duplicado la cantidad de radios en producción. En la costa occidental, Radime Co. de Los Angeles está en producción con un modelo de seis tubos, volumen controlado, y que funcionará media hora con la inserción de 10c.

Nueva asociación

En California se ha formado una asociación de los operadores de fonógrafos, Music Operators Association of Southern California, encabezada por el señor Jay Bullock, operador bien conocido por aquí.

Solotone

Otra compañía ya en producción en Los Angeles es Solotone, fabricante de un sistema de música medida que suministra "música individual." El sistema ha sido probado en San Francisco y en Los Angeles por seis meses con gran éxito.

Coinmen Sign Agreement

LOS ANGELES—Distributors and jobbers of coin-operated equipment in this city are being urged by "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, to sign a resolution whereby they agree that they will not solicit locations for the sales of coin machines but will confine their solicitation to the operators.

At a meeting held in the offices of the AOLAC on March 29, the following are reported to have signed the resolution: Fred Gaunt, General Music Co.; Nick Carter, Nickabob Co.; Jack Simon, Sicking Distributing Co.; C. A. Robinson; Paul Laymon; and Leonard Micon, Pacific Coast Distributors. Other jobbers are expected to sign up shortly.

In presenting the resolution, Robinson pointed out that the agreement does not obligate jobbers to refrain from selling equipment to anyone but operators, as such an agreement might be considered monopolistic and in restraint of trade. The resolution is designed to protect operators from the possibility that jobbers will solicit locations with the object of selling equipment similar to that owned by the operator.

The resolution is worded as follows:

"In consideration of each of the Jobbers and Distributors of amusement machines joining in this agreement and signing their names hereto, we the undersigned distributors and jobbers hereby agree that we will not solicit the sale of our games, whether pinball, skeeball or music machines, to any person or persons who are not bona fide operators of such games; that we will refrain from calling upon, or having our salesmen call upon retail merchants' establishments for the purpose of selling such games direct, but will at all times refer any such inquiries which we might receive to the Associated Operators of Los Angeles County for the purpose of having the solicitee called upon by a member of the association or any other bona fide operator."

Buckley Slots Arrive

LOS ANGELES—General Music Co. is currently showing the new Buckley Cherry Bells, a line of brand new slot machines being manufactured by the same organization which made the famous "Track Odds."

"We're mighty proud to be able to show the new Buckley slots," said Fred Gaunt of General. "They are the finest we've ever shown and we've had marvelous reception on them from operators throughout the West. In fact, we sold one large order to an operator in Searchlight, Nevada.

"The Buckley Cherry Bells are available in 5, 10, 25 and 50 cent play and either straight or hand load. The machine is brand new throughout and is not a rehash or revamp. We believe it is the most beautiful slot on the market today and we invite operators to come in and see it," concluded Fred.

Bud Parr, head of General Music, returned from Chicago on April 18th after arranging for quantity deliveries on the new machines.

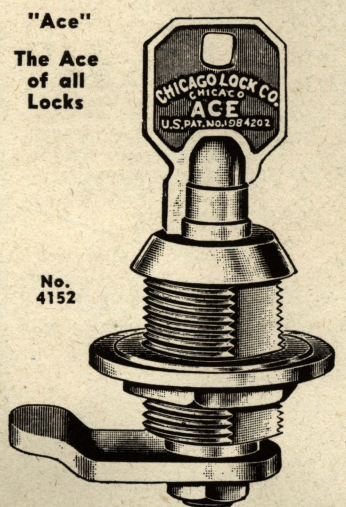
* * *

Policeman: "How did you knock him down?"

Motorist: "I didn't. I pulled up to let him go across and he fainted."

CHICAGO
PATENTED Locks

"Ace"
The Ace of all Locks

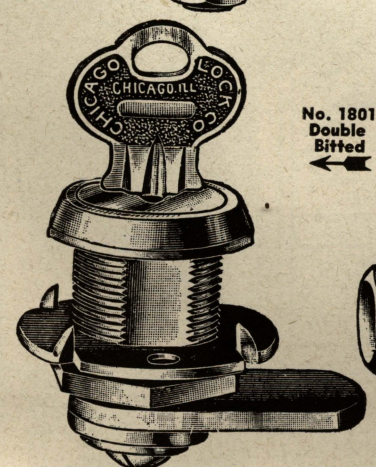


No. 4152

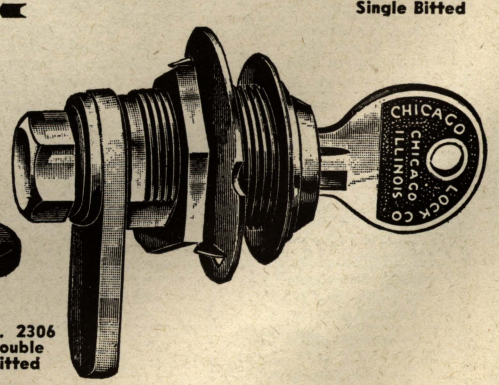
STANDARD EQUIPMENT
on America's Leading Coin Operated Devices

You can't compare the Chicago "ACE" Lock with any other lock. It's different—INSIDE AND OUT! Its ingenious mechanism makes it drill-proof, shear-proof. And the Ace ROUND Key—the strongest made—defies duplication. Chicago Ace Locks can be all keyed alike or furnished to various key changes. . . . Play Safe!—Enjoy—"UTMOST SECURITY" with Chicago "ACE" Locks. Ask your distributor—or write us—TODAY.

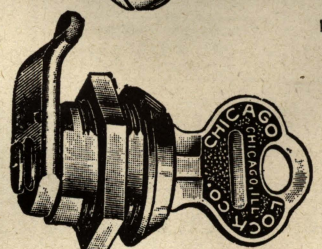
Thousands of Operators and Manufacturers have found that No Other Lock Equals the Chicago ACE Lock for Real Protection . . .



No. 1801 Double Bitted



No. 3795 Single Bitted



No. 2306 Double Bitted

There's a CHICAGO LOCK for Every Purpose

Over 100 Different Locks . . . for new equipment and replacements . . . for metal or wood cabinets . . . for vending, amusement, and musical machines . . . Ace Locks, Single Bitted, Double Bitted . . . Locks for all purposes . . . Write for catalog complete Chicago Line.

CHICAGO LOCK CO. 2024 N. RACINE AVE. CHICAGO 14, ILLINOIS

GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and REFINISHING
All work guaranteed
Bring 'Em In!
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

Lush Spots Cop Broadway Coin

NEW YORK—Every day is Saturday, every night's a party on Broadway. Boomtown? Although it's almost eight months since the war ended, and most of the servicemen who used to flock in every weekend have gone on home, the stretch of the Main Stem from Times Square to 52nd Street, ten blocks up, is still the most densely populated place in the world. Any night. Most of every day.

They're in from California and Texas, from Brazil and Brooklyn. They have money to spend. Plenty of it. Some of it comes from higher salaries, some from cashed-in War Bonds, some from more business, and some from the two markets, Stock and Black.

There's been a curious sort of leveling off of business along Broadway. The smaller, cheaper places are getting less while the luxury places get more trade, according to Robert K. Christenberry, president of the Broadway Association, and incidentally also president of the Hotel Astor.

At the chain drugstores perfumes priced as high as $50 a bottle sell out as soon as they are displayed in the window. By the same token a jeweler sells $1500 rings to people who wander in off the street. A Georgia woman buys a dozen pairs of platform-soled reptile shoes at $32.50 a pair. There are no Saturday night tickets for the shows. Not for any show.

But the less-stylish spots aren't doing so well. Their bread and butter came from uniformed men, not from mink tourists, and the send-home-a-turtle stores, the sellers of dark-glowing flowers, the nickel drink stands—their business has dropped 15 to 50 per cent.

Drop into Penny-Land. It's one of the many arcades along Broadway, and there are more on 42nd Street. While the war was on it was jammed with soldiers, sailors and marines—male and female—looking for fun. The pinball machines—or better call them skill machines, for the others aren't permitted even in arcades, and the kind you'll see here are the two-player football and hockey games—the shoot down-a-Jap and sink-the-German sub target devices, the fortune-telling machines, the pretty girl card vendors, and by all means the peep-shows, all these have lost a lot of their lure.

Of all the devices that are there waiting to be used, the peep-shows and the shooting devices still get the biggest play. It's some sort of a commentary on our civilization.

But the place can't help looking a bit garish when the customers are few. A pair of sailors and their girls create a few moments of lively activity as they decide to have their pictures taken in the four-for-15-cents booth. One of the girls squeals: "This face of mine is gonna break the camera." It's an old and boring story to the Photomat; ignoring the laughter and the excitement the machine calmly delivers the pictures—no better and no worse than the subjects who sat for them.

Corner Ben Miller, one of the two night managers. He'll tell you: "Since V-J Day our business is on the downward grade. It has slumped maybe 25 to 30 per cent. Saturday is a busy day for us.

"This time four months ago, this place was swarmed. It's still much better than prewar. Our average customer isn't too intelligent. Sometimes the customers are rowdy. Children are the backbone of our whole business."

Then he'll excuse himself and go off to change a dime into pennies for some youngster.

Charley Thurman, the other manager, is too busy to be interviewed. He's busy helping a customer stamp out his name and address on a wheel-shaped machine. The man turns the wheel laboriously to the right letter while Charley directs him: "-k-y-n space—don't forget to space, that's your trouble—N period space, Y period."

Broadway!

Shortage Ups Washer Use

NEW YORK — Scarcity of consumer goods has caused the coin-operated washing machine to grow in popularity. Not counting the small operators, over twenty companies are said to be operating in that business in this city.

Ayers With Poppick

BUFFALO — David Ayers has leased space from Maurice Poppick, of Buffalo Sales Co., for his Automatic Service Co. Company will give 24-hour service.

* * *

"How's your patient, Captain?"

"Coming along fine, thank you. This morning he took a turn for the nurse."

All the necessary qualities for good, money-making equipment are combined in this tried and tested skee ball game. If you want a winner . . . if you want to be sure of the best . . . you want the "King of Alleys" . . .

MUNVES'

"SUPEROLL"

ORDER NOW FROM THE COUNTRY'S FOREMOST DISTRIBUTORS

$349.50
F.O.B. New York

Send Your Order Today!

Runyon Sales Co. of N. Y.
593 Tenth Avenue
New York City

Runyon Sales Co.
123 W. Runyon Street
Newark, N. J.

Runyon Sales Co.
1290 Delaware Avenue
Buffalo, N. Y.

Empire Coin Machine Ex.
2812 W. North Avenue
Chicago, Ill.

American Coin-a-Matic Mach. Co.
1435 Fifth Avenue
Pittsburgh, Pa.

Southwest Amuse. Co.
2916 Main Street
Dallas, Tex.

J. J. Columbo & Co.
116 Newbury Street
Boston, Mass.

Silent Sales Co.
200-206 11th Ave., S.
Minneapolis 15, Minn.

Marlin Equipment Co.
412 9th St., N. W.
Washington, D. C.

Badger Novelty Co.
2546 North 30th Street
Milwaukee, Wis.

Modern Southern Dist. Co.
459 Riverside Avenue
Jacksonville, Florida
286 N. W. 29th Street
Miami, Florida

California Amusement Co.
1348 Venice Boulevard
Los Angeles, Calif.
1305 Kettner Boulevard
San Francisco, Calif.

Heath Distributing Co.
217 Third St., Macon, Ga.

Roth Novelty Co.
54 Pennsylvania Avenue
Wilkes-Barre, Pa.

Atlas Vending Co.
410 No. Broad Street
Elizabeth, N. J.

Louisiana Coin Machine Service Co.
931 Poydras Street
New Orleans, La.

Jules Olshein & Co.
1100-02 Broadway
Albany 4, N. Y.

Clarence Baggett
915 Northwest 21
Oklahoma City, Okla.

The Markepp Co.
4310 Carnegie Ave.
Cleveland 3, Ohio

Birmingham Vending Co.
2117 3rd Ave., N.
Birmingham, Ala.

McKinley & Yoder
Sales & Service
820 N. 35th St.
Fort Smith, Arkansas

Capitol Music & Sales Co.
1255 Ames St.
Denver, Colorado

NATIONAL DISTRIBUTORS

RUNYON SALES COMPANY OF N.Y., Inc.
593 TENTH AVENUE NEW YORK 18, N. Y.

Immediate Delivery

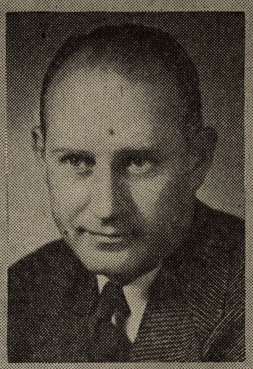
ABT COIN CHUTES
Mills Vest Pocket F.P.,
Chutes.....$3.50

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

15 *Years as National's Western Representative.....*

15 *Years in the Same Dependable Location.....*



E. C. McNEIL

OFFICES IN OAKLAND - SEATTLE - SALT LAKE CITY - DENVER
TO BE ANNOUNCED AT A LATER DATE.

Flash News!

The New

NATIONAL ALL-ELECTRIC
CIGARETTE VENDOR

Will Soon Be Here For Your Inspection

713 SOUTH WESTMORELAND AVE. • LOS ANGELES 5, CALIFORNIA • PHONE FE 4055 - FI 4607

CIGARETTE VENDING

400 Billion Smokes a Year

NEW YORK—Harry M. Wootten, tobacco consultant and sales analyst, predicts that within the next two years the annual cigarette consumption for the nation will be around 400 billion.

This astronomical figure is to be achieved, says Wootten, by a concentration of sales efforts on a virtually untapped market among women in the Middle West.

Already the January, 1946, output totaled over 25 billion units compared to 20 billion cigarettes in January, 1945—an increase of over 25 per cent.

The bigger companies, with vastly enlarged production facilities, are aiming at larger markets. They have found one in the rural areas of the Middle West. Most women on the Atlantic and Pacific coasts smoke, Wootten points out, but middle western women generally have not yet acquired the habit.

The saturation point in cigarette sales is still far away, says Wootten, calling attention to the fact that before the war cigarette consumption in this country lagged about 40 per cent behind England's where women are heavy smokers.

Widespread use of vending machines and new "convenience outlets" are expected to be the main domestic target of cigarette manufacturers.

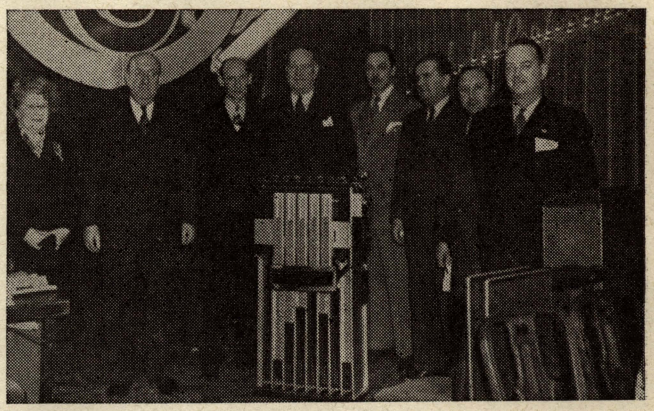
Manufacturers turned out 332 billion tax-paid and tax-free cigarettes for the domestic market in 1945, an average of 66 each day in the year for every resident in the United States. In addition manufacturers supplied the armed forces with over 11½ billion cigarettes monthly, at the peak of the demand.

With production facilities vastly enlarged to satisfy the wartime demand, manufacturers are aiming for wider markets, Wootten states. Convinced that the foreign market will take not much more than the pre-war total of five per cent of annual production, manufacturers will emphasize the domestic market.

Despite a continued rise in output, manufacturers' costs are mounting. An appeal has been filed with the Office of Price Administration for higher ceiling prices. Opinion is divided in the industry as to the prospects of price relief in the immediate future. However, there are indications that the government agency will soon make an upward adjustment of ceilings.

What, No Matches?

WASHINGTON—30,000 packages of cigarettes a day will be issued the servicemen who will go to Bikini Atoll to test the atomic bomb. It will be against regulations to get a light from the flame that nuclear experts will strike in that area.



The Eastern Electric Cigarette Vendor created a tremendous sensation at the N.A.T.D. Show in New York recently. Here is part of the Sales Force at the firm's booth. Anna Smith, Office Manager; M. S. Starr; F. W. Hoban; Hal R. Meeks, Sales Manager; Joe di Tona; Charles Chartress; Alfred Jordan and George Holloway, Jr.

Golden Days of Cigarette Operating Are Ahead

Of all merchandise sold through automatic vending machines, cigarettes probably lead in total sales value and volume. Likewise, of all vending machine merchandise, cigarettes were hardest hit by shortages but have shown the quickest come-back to normal production.

Millions more cigarettes will be sold in the United States this year than during any year since the beginning of the war—and tobacco trade sources indicate that cigarette vending machines will handle a large percentage of the expected record sales. The prospects for the cigarette vending machine business are further heightened by the fact that of all the various types of coin-operated equipment new cigarette vendors are coming on the market faster and in more satisfactory volume. The serviceability of these machines and their freedom from trouble is well assured by the fact that, with few exceptions, their basic mechanical operation has been tested and perfected through years of use.

From this swift survey it is easy to conclude that vast profits await the mere push of a lever. Ex-G.I.'s and many other men and women, lured by technicolor dollar signs, are reported to be set to invade the cigarette vending machine business.

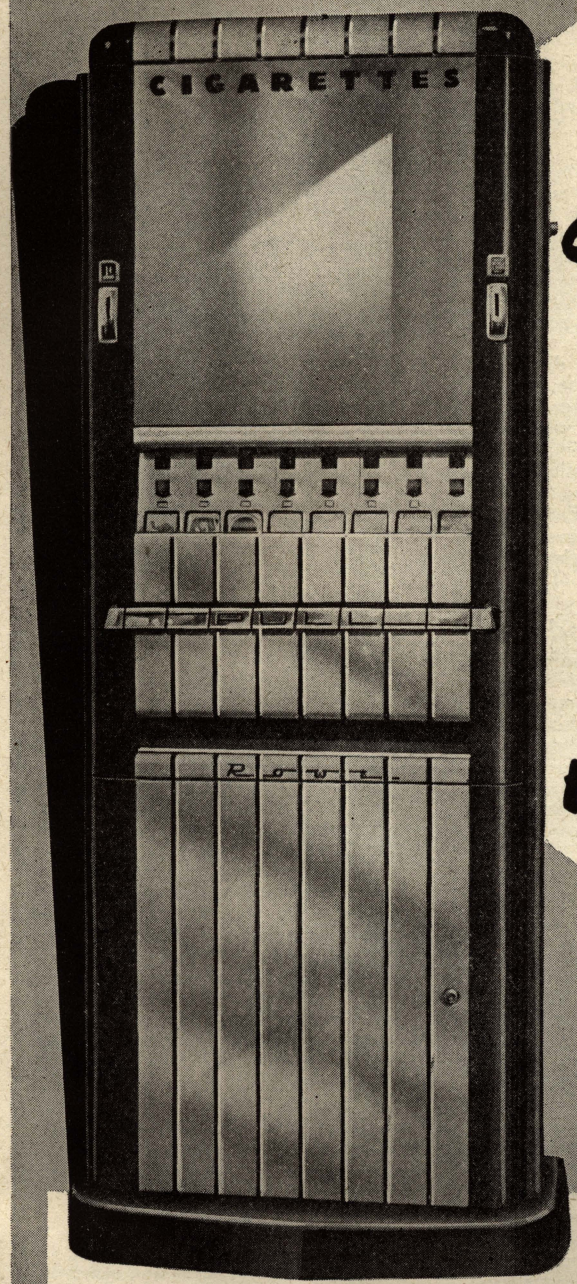
However, the facts of the matter are more sobering. New blood is welcomed in practically every business these days, and the cigarette vending business is no exception. What is generally overlooked by the newcomer, however, is that word, "business." Unless the newcomer has the qualities of the average successful business man, he may as well be told at once that his future is not in the cigarette vending business—or, for that matter, in any branch of the coin machine field.

If the newcomer does have average business sense and is ready to work long hours, if he understands that he will have to mix his business and his home life, that he will have to be his own repair man, and will have to be on call for service and repairs during the hours his locations are open, day and night, then he will stand a chance of success in the cigarette vending business. He will be starting out in business for himself, and at the onset he may as well know the facts of life. Namely, that business statistics show that three out of ten small businessmen fail during the first year and only five out of ten last three years.

The successful coin machine man who has established himself by the trial-and-error method will tell any newcomer that he will not get rich quick in the cigarette vending machine business, but that he will make a good living—*if* he has certain essential qualifications, in addition to *enthusiasm and initiative.*

To be successful, he must first of all have a *knowledge of business methods and procedures,* he must *understand bookkeeping* so that he can keep accurate records of income and expenses. He must have *selling ability,* and a *personality* that goes with it, because he must sell the location owner not only on the value of the machine but also on his, the operator's, ability to maintain a high order of service. He must have some *mechanical skill*—for the chances are that he will have to make his own repairs on the

(See GOLDEN DAYS, Page 40)



For *Profitable* LOADING CAPACITY... the New Rowe Crusader!

The New ROWE CRUSADER comes in maroon, gray, blue or white and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect.

Be sure you check the difference between capacity and *profitable* capacity.

The new 8-column Rowe CRUSADER has 4 dual or shift columns, not 8. And the new 10-column Rowe CRUSADER has 5 shift columns, not 10.

This result is *profitable* "on-location" capacity. The maximum space is provided for fast-moving brands and sufficient space for slower-selling brands. Staleness in cigarettes caused by overloading is prevented. And your machine inventory on location is kept no higher than necessary.

Rowe originated the dual or shift column. Rowe has always been the leader, with the leader's responsibility of guiding and protecting the industry. We have the experience. We have the knowledge. And now we have the CRUSADER, with its *profitable* loading capacity. Buy Rowe.

Rowe MANUFACTURING CO., INC., BELLEVILLE, N. J.

World's Leading Manufacturer of Automatic Merchandising Equipment

LA Tobacco Men Help Kill 2c Cig Tax

LOS ANGELES—After two weeks of spirited hearings and deliberations, the Los Angeles City Council early in April decisively voted down by 14 to 1 a 2-cent per pack cigarette tax proposed as one of the measures of the giant tax program passed by the city council of Los Angeles to raise from $9,000,000 to $13,000,000 a year.

The Los Angeles Tobacco Table, strongly supported by member tobacco jobbers and cigarette vending machine operators, conducted an intensive campaign against the 2-cent tax as well as against the one-half of one per cent sales tax. The sales tax was passed, but the fight against the cigarette tax proved the effectiveness of planned strategy.

The Table had assumed leadership of the many groups opposed to adoption of the ordinance which would authorize the levy. At a general meeting, speakers were designated for hearings on the tax ordinance. Thousands of dealer window streamers were distributed, stickers were placed on cigarette vending machines, post cards protesting the tax were printed and distributed for mailing to councilmen, and display advertisements were inserted in two of the leading newspapers.

Numerous members attended all council meetings and many were given a chance to express themselves on the proposals.

I. L. Zimmerman, president of the Associated Retail Tobacco Dealers of L.A., declared that the 2-cent per pack cigarette tax would drive 65 per cent of cigarette purchasers out of the city to buy. This diversion of trade, Zimmerman predicted, would wipe out the tobacco profits of many businessmen. It was also argued that mail order businesses would be set up to make cigarette sales and circumvent the ordinance.

Other arguments on behalf of retailers against the tax were that its adoption would open up extensive black market operations, and the levy would increase the burden of tax records and red tape.

Cigarette vending machine operators, confronted with the prospect of having to hire additional help to insert pennies in every pack of cigarettes sold through their machines, cooperated to the fullest extent in defeating this tax ordinance proposed to "sock the smoker."

Blake in New York

NEW YORK—Cliff A. Blake Sales Co., Pacific Coast representatives for Eastern Electric Vending Machine Corp., flew into town to discuss with officials of the company final details for displaying the new cigarette vendor at the NATD Show in San Francisco on May 1st to 3rd.

Blake, in his conference with Hal Meeks, Eastern Electric Sales Manager, stated that the Pacific Coast is eagerly awaiting shipments of what he calls "the machine that has revolutionized the entire vending machine industry."

"Frankly speaking," said Blake, "the new Eastern All Electric cigarette vending machine is the finest of its type on the market today and I know that the dealers on the entire Coast will find it not only a fine business stimulant, but will be proud to have such an ultra modern cigarette dispenser in their respective business establishments."

The machine is being shipped air express in order to arrive in time for the NATD Show and Blake confidently states "it will steal the show in 'Frisco as it did at the New York NATD Show."

Rowe Receives Award

WASHINGTON—The Rowe Manufacturing Co. is the recipient of an award from the American Public Relations Association for outstanding achievement in public relations in the field of management. R. Z. Greene, president of the vending machine company, received the award, a silver-plated anvil, at the first annual banquet of the Association on March 30, at the Statler Hotel in Washington.

The outstanding public relations activity of the Rowe company was the publication of a booklet, "Is Your Future In the Vending Machine Industry?" The publication was the first of its kind ever issued by the industry and was designed to introduce veterans, ex-war workers and others to the operating methods and public services of automatic merchandising.

The booklet has been widely distributed to veterans' advisors, local, state, and national government agencies, Better Business Bureaus, and Chambers of Commerce.

The panel of judges making awards for the American Public Relations Association included Charles R. Ross, Secretary to the President; Stephen T. Early, Vice-President of Pullman, Inc., and former Press Secretary to the late President Roosevelt; and a distinguished group of business and professional men.

Praises Electric Vendor

NEW YORK—"The advent of the all-electric cigarette vending machine was inevitable," Hal R. Meeks, sales manager of Eastern Electric Vending Machine Corp., said in a recent interview. "Such equipment has long been talked about in the industry and is now for the first time made available to cigarette machine operators who are seeking the best and most modern equipment.

"Just as the largest manufacturers of cash registers in the world discovered the need of eliminating the crank handle by devising a button to be pushed, and just as the telephone company developed improvements which eliminated the crank in ringing for the operator, so have the manufacturers of the electric cigarette vending machine eliminated the use of push or pull plungers. The new electric machine functions by pressing a button, as in ringing for an elevator. It is silent, very fast on delivery, more modern in appearance, and is as trouble-proof as any device with moving parts can be."

Meeks stated that electrical operation of the machine eliminates the strains on the machine that constantly recur with manually operated devices. Electric operation, he said, will ensure longer life of the machine.

Another feature of the machine pointed out by Meeks is its compactness, making it ideal for lunch wagons and similar types of locations. It is only 44 inches high and will not obstruct windows as do taller machines.

Meeks attributed the large number of orders for the electric machine to the desire of operators to have the finest equipment.

Eastern Electric expects to reach peak production of the cigarette vendor by the end of April.

C. J. Chartress Dies

NEW YORK—Charles J. Chartress, recently appointed sales representative for Eastern Electric Vending Machine Corp., died March 25 while aboard a train in Indiana en route to the middle west territory. Chartress had begun his work with Eastern Electric during the Tobacco Jobbers convention at the Hotel Pennsylvania in the third week of March.

In his brief connection with Eastern Electric, Chartress had made many friends, and his death was deeply regretted.

Operators Urged To Promote Goodwill

NEW YORK—The individual vending machine operator has an important part to take in making effective the industry-wide public relations program conducted by the National Automatic Merchandising Association, it was emphasized recently by Win Nathanson, president of Tom Fizdale, Inc., New York, public relations counselors for the Rowe Mfg. Co., producer of the Crusader cigarette machine.

As public understanding and appreciation of the automatic merchandising industry grow, Nathanson pointed out, the problems of the industry, legislative and otherwise, will decrease.

Nathanson went on to say: "The operator who conducts his business on a sound basis knows that promotion of goodwill among all groups actually insures a profitable enterprise. He knows that in all of his relations—whether with the consumer, Chamber of Commerce, or state legislator—he is working to develop prestige for himself and his business.

"In accordance with the policy set forth by the NAMA, every operator should follow a parallel program in dealing with his public, such as:

"Seeing that the machine is reliable in operation, attractive in appearance, returns coins without trouble when necessary, and provides clean and fresh merchandise continuously. Convincing the location owner, by the smooth operation of the machine and prompt attention to servicing and repairs, that he needs this method of merchandising to save him money and time, yet increase his sales."

Also, Nathanson stated, the operator should prove that he is a fair and square business man with a legitimate and useful place in the economy of the community, should remember that he is an ambassador of goodwill for the entire industry, and that he is entitled to equitable treatment and to be considered in the same category as other sellers of the same kind of merchandise.

While stressing the importance of the operator's backing up the NAMA's public relations program, Nathanson pointed out that education of lawmakers and public officials and the correction of misunderstanding about the industry will tend to avoid unfair legislation.

Officials Eye Cigs Via Mail Order

WASHINGTON — Federal, State, City and County officials (postal and otherwise) are keeping a sharp eye on the affairs of mail order concerns dealing in cigarettes, it is reliably reported here in the nation's capitol. According to reports, there is soon to be a crack-down on such operations which are helping "smart" citizens to avoid existing state taxes.

The mail order practice is said to be causing the loss of hundreds of thousands of dollars in tax money to states that have enacted sales taxes designed to "sock the smoker."

Among the tactics being developed to eliminate cigarette mail order operations is the "Use Tax" laws. These are being advocated on tobacco products crossing state lines with firms required to list the states in which the use tax must be added.

Cig Permit Denied

VANCOUVER—The City council refused Tommy Jackson's request for a permit to install cigarette vending machines. Reason given was that installation of machines would be unfair to retailers who pay licenses and rents.

On Display - - - NOW!

THE

U-NEED-A "MONARCH"

Cigarette Merchandiser

● Time, Patience and Skill combined to make the U-NEED-A "MONARCH." And its breath-taking design . . . mechanical simplicity and startling capacity combine to make it the finest profit-producing cigarette merchandiser ever manufactured.

CAPACITY

6 Columns.....380 packs
8 Columns.....510 packs
10 Columns.....640 packs

Designed by
NORMAN BEL GEDDES

COLORS

Royal Blue Maroon
Nile Green Light Walnut

THE FINEST MERCHANDISER EVER BUILT

SPECIAL NOTICE!

The U-NEED-A "MONARCH"

WILL BE ON DISPLAY AT THE N.A.T.D. SHOW IN SAN FRANCISCO MAY 1, 2, 3 and 4. WE INVITE NORTHERN CALIFORNIA OPERATORS TO VISIT US AT THE ST. FRANCIS HOTEL DURING THE SHOW.

EXCLUSIVE U-NEED-A DISTRIBUTORS FOR CALIFORNIA, NEVADA, ARIZONA and TERRITORY OF HAWAII

COINMATIC DISTRIBUTORS

WRITE FOR ILLUSTRATED CIRCULAR

2712 W. PICO BLVD. LOS ANGELES 6, CALIF.

GOLDEN DAYS

(Continued from Page 36)

machines. He must have the *ability to plan ahead* so that he will neither overbuy nor underbuy the amount of cigarettes he needs, and so that he will not invest more in machines and operating expenses than he can pay for out of his income. He also must be *capable of understanding people* so that he can satisfy the likes and dislikes of location owners in the matter of particular types of machines and service.

In order to get a true and up-to-date picture of the business, a COIN MACHINE REVIEW reporter recently called on one of the biggest and most successful operators of cigarette vending machines in the country, who for the sake of convenience we can call Sam Jones. Jones started operating in 1939 in a large metropolitan area, and now has around 800 cigarette vending machines of many types. At first, he was able to service his machines and develop new locations himself, but as his business grew he hired repair men, routemen, and a bookkeeper. Today he has half a dozen employees. Because his operations cover a large territory, THE REVIEW reporter asked Jones about the chances for newcomers.

"All the locations are not taken, by any means," Jones replied. "There is still plenty of room for expansion. New buildings are springing up all the time, and these together with the large number that will be built when construction materials become readily available will provide innumerable locations for cigarette machines. Besides, more people are smoking, and people are becoming more and more accustomed to buying from automatic merchandising machines. While in most cases it is true that cigarettes can be bought cheaper at chain stores, such stores do not necessarily offer competition. In most instances cigarette vending machines are placed where customers are willing to pay a fraction more for the extra convenience and service provided by the machines."

Like a lot of operators, Jones operates from his own house, utilizing his garage, to which he has added several store rooms from time to time. He has large orders with practically all cigarette machine manufacturers, and has locations waiting for as many new models as he will be able to get for a long time. While like every operator he thinks some models are better than others, his main interest is to satisfy the preferences of his locations. Some location owners want machines of a certain manufacturer, because they think they operate better. Other owners request certain brands because their design, color, general appearance, capacity, etc., will harmonize better with the atmosphere of the location. Jones has found it pays to satisfy these individual tastes and buys his machines accordingly.

If You Want to Buy
COIN WRAPPERS, COIN CHUTES and SUPPLIES
3, 6, 7½, 10, 15 Amp Fuses, etc.
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

However, not all of Jones' machines are new. He has found that there are locations for all types. An outstanding feature about cigarette vending machines is that they seem never to wear out. Jones has some of the first machines built. These are about 22 years old and are ideal for outdoor locations, such as service stations, and are small enough to be carried indoors when the stations are closed for the night.

In line with his policy to sell service, Jones makes it a point to attend to repairs without delay, regardless of the time of day or night. The machines require little servicing, and trouble that does arise is usually due to defective coins that clog the chute. All of Jones' locations know that they can call on him anytime to replenish the machine if there should be an unusual amount of business, and that they can call him for change which he keeps on hand for their convenience. "Good service," Jones declares, "is the best insurance that each machine will remain on location and will continue to be a money-maker."

Jones is paying from $135 to $150 for each of his new machines, plus about $15 for freight. Each machine, he figures, will pay for itself in two years and should give completely adequate service for at least five years.

A person entering the cigarette vending machine business can do so in either of two ways. He can purchase a business already established, or he can find his own locations and machines. Both methods have proved successful.

If the newcomer decides to develop his own business, he should have about 50 machines to start with, according to Jones. Most of them may be older models costing from $75 to $90, and a few of them for "class" locations will have to be the latest models costing from $135 to $150, plus freight. Taking Jones' figures, cigarettes cost $1.22 a carton. Jones figures 8 cents a carton additional for overhead expenses, such as rent, salaries, transportation, insurance, etc., and 10 cents more for operating costs, such as sales tax, locations commissions, repairs, merchandise, and depreciation of machines and equipment. Thus his cigarettes cost $1.40 a carton or $70 for 500 packages. A good location should sell 500 packs a week, which at 15 cents a pack earn the operator a net profit of $5.00.

Jones, incidentally, allows the location a commission of three-fourths of a cent on each pack sold. Some operators, on the other hand, figure the location's commission on the basis of a percentage of the receipts, but Jones believes that his method of allowing commissions creates a better relationship with the location owner and insures continued operation of the machine.

Jones also differs from many operators in that he does not give matches with his cigarettes. There are two reasons. It is still difficult to buy sufficient matches for such a large operation as his, and the heavy tax on each case of matches is a considerable factor as far as profit is concerned.

Using Jones' figures, the newcomer to the cigarette vending machine business may expect an initial investment as follows: 18 new machines, averaging $140 apiece, plus $15 each for freight, $1,520; 25 used machines averaging $80 apiece,-$2,000; 7 used machines averaging $90, $630. Total for machines, $4,420. This of course does not take into consideration other investments such as transportation, bookkeeping records, etc. The figure is very low. The Rowe Manufacturing Co. in its booklet, "Is Your Future in the Vending Machine Business?" suggests an investment of about $10,000 in 100 machines.

The machines can be purchased on an installment basis, so that with $4,000 or $5,000 the newcomer can start in business.

The number of cigarettes to be purchased initially will vary considerably, depending on the amount of business to be expected from the various locations. However, the 50 machines if all placed at once should be filled, and if they hold an average of 500 packs each, the first week's supply will total 2,500 cartons. If the cigarettes are purchased for $1.22 and the operator follows Jones' method of figuring 18 cents for overhead and operating costs, his investment in the first order of cigarettes will be $3,500.

Thus the newcomer's initial investment will be in the neighborhood of $7,500. Not all of his locations will clear him $5.00 a week at first. Some of the locations will prove unprofitable, and he will have to move the machines to better locations. However, with good judgment and careful operation his initial investment should return him about $200 a month. Within three years his first 50 machines should be entirely paid for. By this time the operator probably will have acquired a number of additional machines, and his profit will be proportionately higher.

The automatic merchandise vending business has made tremendous strides since its inception less than a quarter of a century ago. The widespread use of such machines during the war in factories, Army and Navy camps, and many other places where sales people were being employed in essential war work, gave a great impetus to the business. Merchants and the general public are relying more and more on automatic machines for the distribution of merchandise and the types of merchandise automatically vended are constantly widening to include many items heretofore not thought adaptable to such distribution. All this is having a marked effect on the cigarette vending machine business. The person just starting in the business will have the satisfaction of being engaged in one of today's most progressive fields.

New Cigs For Women

NEW YORK—Women buy 69 per cent of all the cigarettes sold in America, according to a recent nation-wide survey, so the Fleming-Hall Tobacco Co. will soon come out with cigarettes designed to capture the taste, eye and pocketbook of the feminine smoker.

The company already has women smokers in various parts of the country testing a number of different blends of tobacco. At the same time, the company's research department is experimenting with various tobacco blends, working on varicolored cigarette papers, and giving considerable attention to changes in packaging.

It is reported that sizes of cigarettes are being changed for the feminine smoker. Short size cigs are planned for "quickies" during brief rest periods, theater intermissions, etc., and longer sizes for leisurely smokes.

The new cigarettes are expected soon to be on the market.

Agency Moves Offices

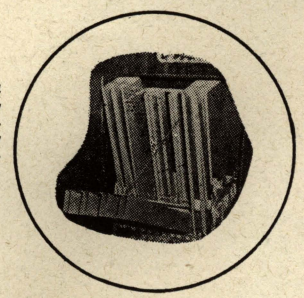
CHICAGO — The Fredric R. Kleiman Advertising Agency has moved to larger quarters at 115 N. Wabash Ave., Chicago 2. Move was necessitated by addition of new accounts and additional personnel, among whom are North H. Zuckerman, production manager, and Betty Sternberg, media director. Both are well-known advertising specialists.

* * *

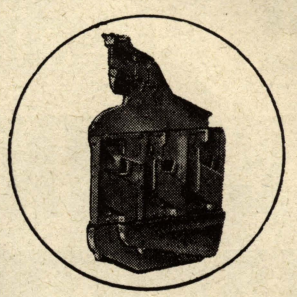
"Your goil is spoiled, ain't she?"
"No, it's just d' parfoom she's usin'."

These Features Make The DuGRENIER *Challenger*

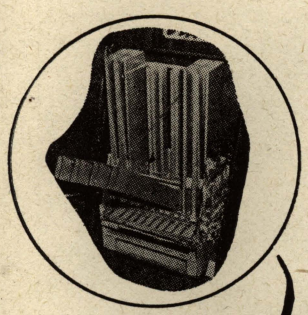
AMERICAS FOREMOST CIGARETTE MERCHANDISER

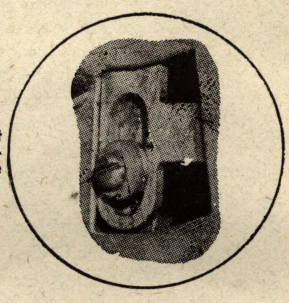


Centrally located match delivery unit. Every regular and auxiliary column will accommodate king-size packages.



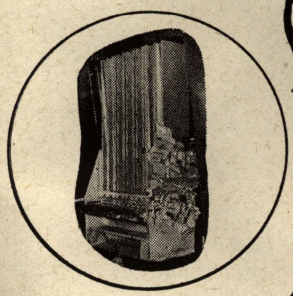
Single coin insert. Speedy coin drop.

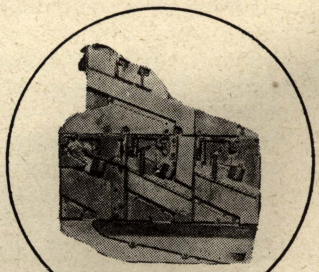




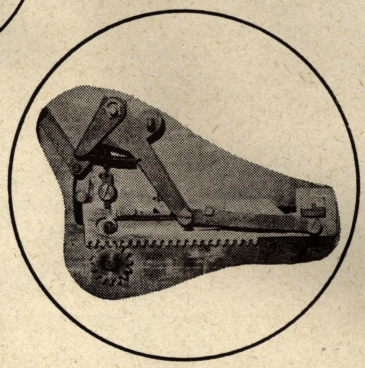
Simple, compact lower coin mechanism—only one adjustment.

Entire unit and mechanism readily accessible. Operating unit moves forward in cabinet in three positions by use of operating handle.

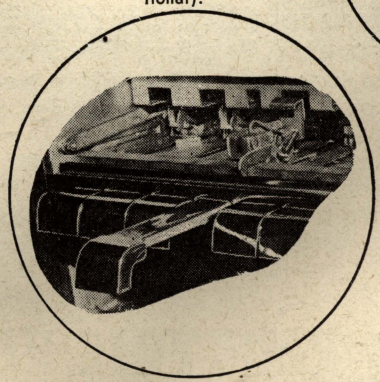




Mechanism operates on nickels, dimes (and quarters — optional). Separate slug rejectors for nickel, dime (and quarter—optional).



Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings.



COIN MACHINE REVIEW
41
FOR MAY 1946

ARTHUR H. DuGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers

15 HALE STREET, HAVERHILL, MASS.

Everyone says:

The NEW EASTERN All Electric VENDING MACHINE

"Stole the N.A.T.D. Show"

At the recent N.A.T.D. show held at the Pennsylvania Hotel in New York, tobacco jobbers and vending machine operators came, saw and marveled at Eastern's new, all electric Cigarette Vending Machine.

This remarkable machine, with its positive, silent operation and its sleek, modern console beauty, proved to hundreds of progressive operators, that it is indeed the "last word" in cigarette vending machines. If you haven't placed your order yet—do so now, for remember this new, amazing, modern cigarette vending machine will pay you dividends in the way of bigger and better business.

Note These 6 Reasons Why Operators Favor Eastern's All Electric Cigarette Vending Machine.

1. Delivery several times faster than other machines.
2. Silent, safe, smooth and positive operation.
3. Precision made inter-changeable parts.
4. Illuminated show case displaying actual size of packages.
5. Built in instantaneous price changing control on each column.
6. This machine has been given a working test equivalent to six years of normal operation.

Orders Filled in the Order Received.

Price **$159** each

F.O.B. Factory. Usual Terms on Purchase of 5 or more.

Exclusive Sales Distributors

EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg., 1775 Broadway, New York, N.Y. Tel. CIrcle 5-7851

Manufactured by C-Eight Laboratories
Newark, New Jersey

J. P. Marcelle, Pres.; Mario Caruso, Sec. & Treas.; Hal R. Meeks, Sales Manager

Pacific Coast Distributors: Blake Sales Company, 1028 W. 9th St., Los Angeles Calif., Tel. TUcker 5715

AUTOMATIC MUSIC

Capitol Buys Record Co.

HOLLYWOOD—To help meet growing needs for increased production facilities, Capitol Records, Inc., has purchased for $2,000,000 all the outstanding stock of Scranton Record Co. and Scranton Distributing Corp. Transaction gives Capitol direct control of two modern pressing plants, in Scranton, Penn., and Hollywood, with a reported combined capacity of 50,000,000 records a year.

Founded in 1942, the company's rise to one of the "Big Four" of recorded entertainment has been meteoric. Headed by two of the top tunesmiths of the day, B. G. (Buddy) DeSylva, chairman of the board of directors, and Johnny Mercer, president, Capitol has done an amazing job of matching the right artists with the right tunes, creating hit combinations that have paid off in huge figures.

The company's sales organization includes 21 branches throughout the country with plans for 40 eventually. The Hollywood headquarters have immediate plans for expansion, which call for taking over the entire upper floor of the building located on the northwest corner of Sunset and Vine with an additional wing soon to be constructed. Besides records, the company makes and distributes needles, albums, home recording discs, and will soon introduce a complete line of new phonographs.

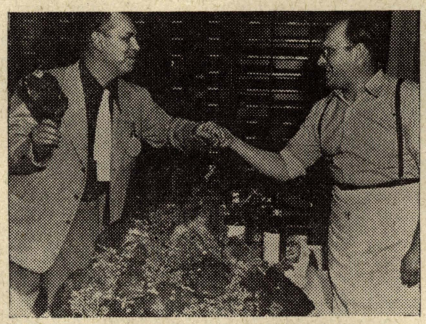
Readies New Showrooms

BOSTON—New display rooms and quarters at 910 Beacon Street are about ready for occupancy by the Hamel Distributing Co., according to W. P. Hamel, who promises to have a new line of coin-operated equipment and music machines on display in the near future. The company also will offer complete service work with factory-trained mechanics and a modern equipped service department.

AMI Phono Unveiled At Wolf Showings On West Coast

LOS ANGELES—Bill Wolf's local showrooms were jampacked from opening hour until long past closing time at midnight during his two-day showing, March 27 and 28, of the new AMI Model A automatic phonograph, and hundreds of people who visited the M. S. Wolf Distributing headquarters declared it to be one of the biggest phonograph shows the West Coast has witnessed.

The showrooms were elaborately decorated with beautiful backdrops, special lighting effects, and there was an uninterrupted flow of first-class entertainment from morning till night. Visitors were regaled with whole turkeys, whole hams, half a steer, and unlimited refreshments. Scores of well-known artists and celebrities of the theatrical and music operator worlds were on hand to heighten the glamor of the occasion.



In a "Henry the Eighth" setting, Jack Gutshall holds a large chunk of barbecued elk as he compliments Sid Cohen for his catering on "A" Day. Hams, turkeys, chicken and elk insured all operators plenty to eat as they viewed the new Aireon instrument.

DeWitt (Doc) Eaton, general sales manager of Automatic Instrument Company, and James T. Mangan, of Mangan & Eckland, public relations and industrial design counsellors, came out from Chicago to help with final preparations in connection with the premieres in Los Angeles, San Francisco and Seattle.

Eaton took time out to compliment Bill Wolf on the grand job he had done in introducing the machine. Said Eaton: "This is the most beautiful presentation I have ever seen and the most lavish. I am thrilled at the way music operators have accepted and are demanding the new model. It exceeds all expectations!"

On the first day of the show Eaton announced that the price of the AMI unit had been set at $695.00.

The AMI Model A is arrestingly colorful and reported to be designed for long life and hard usage. It features a single mechanism which plays either side of a record, thus providing a choice of forty selections from a total of twenty records. At the Wolf showing the AMI mechanism made 3,129 record changes with clock-like regularity.

The machine was being premiered simul-

CALIFORNIA MUSIC OPERATORS ASSOCIATION

Officers

GEORGE A. MILLER
State President and Business Manager
L. H. STRICKLER
Vice President
MILES K. STANDISH
Secretary
LUCILLE MADDOCK
Office Secretary and Treasurer

Board of Directors:

C. G. SILLA
Chairman
C. L. SPEAR
J. K. THOMPSON
FRANK MORGAN
J. R. RAMOS

California Music Operators Association
Membership Is Successful
Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

The gentlemen seem to be on their knees for some queenly beauty. Left to right: Bill Wolf, M. S. Wolf Distributing, Los Angeles, who premiered the AMI phonograph; DeWitt (Doc) Eaton, General Sales Manager, Automatic Instrument Co.; Dinah Shore and Mrs. Eaton.

DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co., beckons to a whole string of leading artists at the premiere held by M. S. Wolf Distributing, Los Angeles, March 27-28. Left to right: Ken Curtis, Deuce Spriggins, Tex Ritter, Lawrence Welk, Jimmy Wakely, Desi Arnaz, Jack Fina, Spade Cooley, Dennis Day, and Doc Eaton.

taneously on the East and West coasts. Eaton in Los Angeles and John Haddock, president of the Automatic Instrument Co., who went to New York for the Runyon Sales showing, conferred with each other over the telephone and totaled up a great number of phonograph sales.

Over 500 music operators and more than fifteen artists from different record companies attended the Los Angeles showing. A four-hour jam session was one of the highlights of the occasion. Artists' records were autographed and presented to music operators.

The following Hollywood top talent helped make the show a memorable event:

Andrews Sisters, (Laverne, Maxine, Patty, and Mama and Papa Andrews), Dennis Day, Tex Ritter, Lawrence Welk, Desi Arnaz, Dinah Shore, Spade Cooley, Louanne Hogan, Jimmy Wakeley, Otis Rene, Joe Greene, Tex Atchison and His Santa Fe Boys, Buddy Rich, Ken Curtis, Deuce Spriggins, Dinning Sisters, Teddy Walters, Leon Rene, Herb Jeffries, Mae Johnson, Lillette Thomas, and Chuck Slaughter.

San Francisco Showing

SAN FRANCISCO—Showing of the new postwar AMI phonographs by M. S. Wolf Distributing Co., (formerly California Amusement Co.) high-lighted the month. During the two days open house Bill Wolf was host to over six hundred guests who evinced great interest in the many novel developments in the 1946 AMI model, were thoroughly impressed by the exquisite milieu in which the phonographs were displayed, and were highly appreciative of the festive board spread, and the entertainment provided for them.

The showroom, on the main floor, was converted by an interior decorator into a charm spot. The walls and windows were covered with heavy, mid-night blue velour drapes, there was subdued lighting, and flowers galore, most of them gifts from well-wishers — an outstandingly beautiful basket was presented from the AMI factory. Against the beautiful background the two AMI phonographs, one green, the other red, showed up to the best advantage.

Greeting the many operators and other guests, were M. S. Wolf; Doc Eaton, factory manager; Chet Garton, Northern California manager; Walter A. Huber, sales manager; Charles K. Ryman, auditor; W. H. "Bill" Smith, manager of the San Diego branch; Frank Butterfield, service manager, Los Angeles, and Golden Williams, Wolf's secretary.

Speaking well for the solidarity and general friendly feeling in the industry was the interesting feature that practically every distributor and jobber of automatic phonographs and games attended the showing. Present were: George R. Murdock and George Bennett from Associates; Don Clark and Kenneth W. Popkey, Clark Distributing Co.; "Ernie" Brennan, General Music Co.; De Loss H. Osborn, Osborn Distributing Co.; Hank Maser, H. R. Maser Music Co.; Jack R. Moore and Johnny Ruggiero, Jack R. Moore Co.; Al Meyers, Advance Automatic Sales Co.; Harvey Paige, Maestro Music Co.; E. M. Dutton, Viking Specialty Co., Inc.; Al Armos, Golden Gate Novelty Co.

Operators, of course were plentiful from all over Northern California, but A. R. Felker came from as far as Provo, Utah. Ray Tisdale from Glendale, who missed the Los Angeles showing, made the trip up here especially to view the new AMI phonographs.

Operator response was most gratifying. They commented very highly on the AMI tone quality, and were most favorably impressed by the variable color scheme of the cabinet. They inspected with great interest the chassis, which, according to Chet Garton is "definitely re-engineered—mechanism, amplifier, in fact everything."

Bill Wolf said: "I'm confident we have the finest instrument on the market." To which Chet Garton added: "We received orders above anything we anticipated."

Deliveries of AMI phonographs are expected to start in the Northern California territory about May 15.

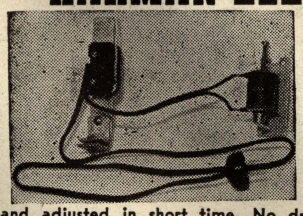
Seattle Showing

SEATTLE—The managerial genius of Bill Wolf, who transformed a grimy motor rebuild shop into the finest, most modern jobbing establishment in the Pacific Northwest in little more than three weeks, was in full evidence at the April 10-11 opening in Seattle.

Completely modern in every respect, the 7,000 feet of floor space echoed to the heels of more than 500 coinmen during the lavish two-day premier. The 40 by 53 foot tile covered, flower bedecked display room was arranged in eye-catching manner. Flanking the two AMI machines were floor samples of Bally's Victory Derby,

(See AMI Showing, Page 46)

HARMAN ELECTRIC TONE ARM TRIP



NOW AVAILABLE FOR SEEBURGS (For Other Phonographs Soon)

A trial of the Harman Electric Tone Arm Trip will quickly convince operators of phonographs that its use will greatly extend the life of records as side pressure on the needle is eliminated. In addition our trip permits the needle to feed into the cut-out groove without pressure acting on the needle to cause its jumping out of the groove. Complete with wiring—with either lugs or male plug (Specify which is desired in ordering). Can be installed and adjusted in short time. No drilling or tapping required. Installation diagram with few simple instructions furnished. Can also easily be wired to operate from remote cancel button.

Price Each $7.50 C.O.D., Chicago, Ill.

PROMPT SHIPMENT—QUANTITY DISCOUNT ON APPLICATION

HARMAN ENTERPRISES

443 N. La Salle St. SUPerior 3989 Chicago 10, Ill.

Guaranteed To Give You New Needle Service

Phono needles re-sharpened on our grinding machines with exactly the same taper assure that needle replacements will fit the record groove.

Write for details and free Shipping Container

RE-SHARP NEEDLE SERVICE

P.O. BOX 770
FORT DODGE, IOWA

"An Industry is the lengthened shadow of a MAN"

That's True in the World of

AUTOMATIC MUSIC

● Automatic Music, as an industry, had a small beginning—but a significant one. As in most industries, one man with a great idea and an unshakeable faith in the future, helped make it the great industry it is today.

That man, and his associates, pioneered the electric automatic phonograph—the instrument that made the industry possible. That man, and his associates, developed and perfected the instrument—gave it all the basic qualities it has today.

Then that man and his associates went out and fashioned the pattern of the industry—by selling an idea and creating a market. The idea is unchanged today. It is music by the greatest and most popular musicians—for everyone—as selected by the listener.

That man and his associates are still together—still casting their shadow across the world of automatic music. They were the pioneers and the policy-makers. They are yet the creators and producers of the improvements and the innovations.

PACKARD MANUFACTURING CORPORATION
INDIANAPOLIS 7, INDIANA
HOMER E. CAPEHART, *Chairman of the Board*

Homer E. Capehart's
PACKARD PLA-MOR

PIONEER OF THE INSTRUMENTS — POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES • ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAPHS

CEILING AND WALL AUXILIARY SPEAKERS • ACCESSORIES • 30-WIRE CABLE •

AMI SHOWING

(Continued from Page 44)

Genco's Total Roll, Chicago Coin's Goalee, and Williams' Suspense.

Maroon velvet-velour drapes led to the used game department, parts department, and shop room. The shop, 25 feet by 75, is equipped with fluorescent fixtures, late-model drill presses and Kleer-Flo cleaning gear.

Local operators couldn't wait for the official opening; many dropped in on April eighth and ninth for sneak previews. "We started taking orders on the eighth," A. S. (Bert) Beutler, Seattle manager, stated, "and we've been taking them ever since. Deliveries are scheduled for mid-May."

Visitors were unstinting in their praise of the AMI phonograph and the streamlined layout. "It's the best on the Coast," they said.

A heavy snowfall in the Cascade Mountains, about fifty miles east of Seattle, blocked the Snoqualmie Pass and practically paralyzed Seattle-bound traffic. As a result, there were few coinmen from Eastern Washington in attendance.

Members of the Coast-wide Wolf organization included Chet Garton, manager of the San Francisco branch; A. M. Moss, Portland manager; M. W. Griffin, San Francisco shop foreman; Frank Butterfield, Los Angeles service chief; W. H. (Bill) Smith, head of AMI's San Diego branch, and Bernard V. Merge, official photographer.

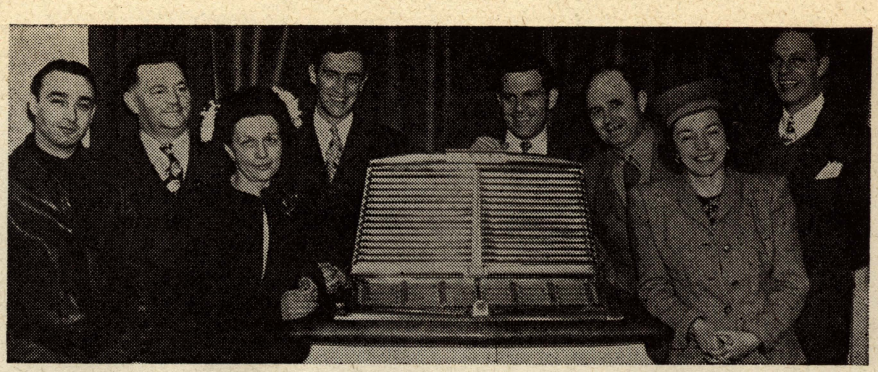
The Seattle branch, covering Washington, Idaho, Montana, Western Canada and Alaska, is manned by the following personnel: Bert Beutler, manager; Mrs. Vera Jones, secretary-bookkeeper; Richard (Dick) Wehr, in charge of the parts department; and Al Crowe, AMI factory-trained shop and service supervisor.

Enthused by the reception given the new office, M. S. (Bill) Wolf said: "The opening was a huge success from every standpoint. Put me on record as saying AMI's Model A is the greatest phonograph in the history of automatic music."

Sepia Replaces Royal

HOLLYWOOD—Name of the Royal Record Co. has been changed to Sepia Record Co. and records formerly issued under Gem label will now bear the label G. Clef. The company, headed by Joe Greene, who wrote the tune "And Her Tears Flowed Like Wine," has issued records under Royal, Gem, and Coronet labels, all of which have been discontinued because of difficulties in clearing the titles.

Contribute to the Cancer Drive



Montana gave the Aireon an enthusiastic reception at the Olney Showrooms. Left to right: Jim Sorge, Missoula; Ed Perry, Spokane distributor; Mrs. Perry; Clayton Ballard, Aireon sales-manager; Jack Guernsey; Mr. and Mrs. W. R. Olney and Vic Sager.

Phonettes Hit Top Grosses

LOS ANGELES—According to H. A. (Hum) Brockamp of Maestro Music in Los Angeles, and veteran Harvey Paige of Maestro Music in San Francisco, recent installations of the latest model Phonette Measured Music equipment are establishing new records in weekly gross collections.

Phonettes have had an enviable earning record in the field during the past five years and in nearly every case have outgrossed other types of coin operated musical equipment that they replaced, according to Brockamp and Paige.

Greatly improved tone quality, gleaming chromium finish, smart streamlined design plus rugged fool-proof construction are a few of the new features and improvements to be found in the new Phonettes now being delivered. In addition to the Phonette box itself, its manufacturer, The Personal Music Corp. of Newark, New Jersey, offers a complete line of accessories, amplifiers and studio equipment as well as special four-conductor Phonette cable, connector blocks and straps to suit every type of installation.

Recently appointed as a distributor of Phonettes for Southern California is Nels Nelson, a well-known and highly respected veteran of Coin Machine Row in Los Angeles. Nels will carry a complete stock of Personal Music equipment and accessories and invites his many friends in the coin machine business to drop in and inspect the new Phonette equipment.

Distr. Co. Changes Name

MOBILE — George Distributing and Amusement Co., distributor of the Aireon Electronic Phonograph, is now doing business under the name, "Deep South" Distributing Co., according to an announcement by David C. Bradley and Jack G. Chalcraft.

Standard Adds Coast Plant

LOS ANGELES — Standard Phono of New York will produce on both the East and West coasts and is expected to turn out more than 25,000 records a week through agreement with International Plastic Corp., Culver City, to take the entire output of that company's 10 presses.

The International plant, managed by Charles MacPherson, was purchased from Key Laboratories.

Victor Ralston, Standard's West Coast representative and vice-president of International, has established a distribution point in this city, with Charlie Campbell in charge of orders and shipping. Bert Annear, formerly with Roach-Driver, distributor of Majestic Records, and also associated with Leo Meyberg, Los Angeles Victor distributor, will represent Standard in Northern California, Oregon and Washington.

Universal Record Manufacturing Co. will handle eastern distribution.

Operators Out of Service

BUFFALO—Operators back in the business after an interlude spent in the armed services include Vic Schmidt, music operator; Harold Burton, working on Vic's staff; Joe Lewis, Lackawanna operator of games and music routes; Jim Greenville; Ken and Al Stephens, operators in music and games.

SPEAKERS
RECONING SERVICE
FAST SERVICE — WORK GUARANTEED
Reasonable Prices
SPECIAL ATTENTION TO OUT OF STATE WORK
DEE'S SERVICE SHOP
H. M. DeGOVIA — H. JACK DeGOVIA
1119 Venice Blvd. — FEderal 7875 — Los Angeles 15

SIX NEW MOVIE SUBJECTS
for
PEEK or PANORAM
SERIES 18
featuring
1. ROSALIE de la TORRES
Atomic Bombshell
2. PEGGY DAVIS
Petite and Beautiful
3. YVETTE ARMAINE
Exotic Queen of Strip
4. DOLLY DANIELS
Blonde Tornado
5. HELEN LEROYER
Bouncing Baby Doll
6. HEATHER ENGLISH
Delicate and Lovely
music by
BILLY ROSE
& HIS ORCHESTRA
$36.00 per wheel of 6.
Series 1-17 also available.
Write for catalog.
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico — Los Angeles 15

Challenge Head Has Colorful Background

CHICAGO—If each individual developed his or her latent ability to the utmost, the world would be a far better place. Most of us, however, are willing to let the other fellow do it while we waste time, procrastinate, and display other symptoms of mental inactivity. But we all admire the individual who forges ahead, who overcomes all obstacles, who does not waste his energy. And so we applaud the "success" stories of our fellow men.

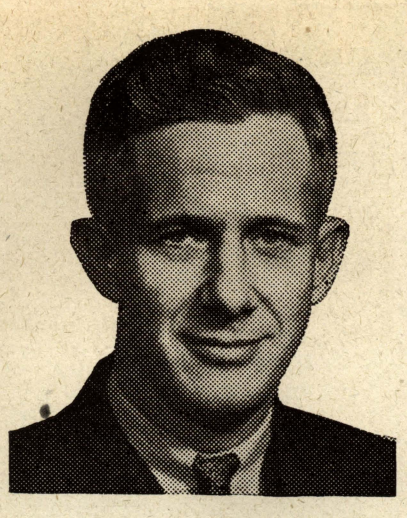
Here is a success story from the Coin Machine Industry. The president of U. S. Challenge Co., Dr. Henry Garsson, is a man who has effectively developed his ability and talent. In relating his accomplishments, you will realize that Dr. Garsson does not waste time.

Dr. Garsson holds degrees from New York, St. Lawrence, and Columbia Universities. These degrees cover the fields of engineering, business administration, political and juridical science. And in his experience he has had occasion to put this specialized training to practical use.

In his business career, Dr. Garsson has been engaged in many varied enterprises. He has been connected with the American Smelting & Refining Co., the Erie Railroad Co., and others. As a member of his own and other companies of Consulting Engineers, he has acted as tax expert before Federal and State Courts. He has served the City of New York and a number of manufacturing firms in an advisory capacity. Many corporations and industrial plants have had his assistance in their reorganization work. He has supervised the construction of such projects as the R. K. O. Chester Theatre in New York as well as apartment and industrial buildings. For a time he was president of the Martin Aeroplane Co.

His record of achievement for the war effort is impressive—it was the work of such men as Dr. Garsson which made our war production record so unparalleled. As consulting engineer for the Norwalk Lock Co. he set up a 37 mm shell line. As Vice President and Supervising Engineer of Erie Basin Metal Products, Inc. he was responsible for the 4.2" mortar shell line and production lines for fuses and bombs. At Challenge, the production lines for shell boxes, wood pipe, chemical service trucks, shell components, 8" shells and incendiary bombs owe their inception and perfection, in large part, to Dr. Garsson. The Army-Navy "E" award was given to all these plants.

Though work comes first, Dr. Garsson does have a hobby—the hobby one expects of a man with such diversified accomplishments—reading. A well-filled library contains books of every type—the classics, technical books, reference books. Perhaps it is from his books that Dr. Garsson derives the will and interest to start a second shift at 5 P. M. when most people are thinking only of dinner and the movies!



Theodore M. Wright

Wright At Packard

INDIANAPOLIS—Theodore M. Wright, formerly of the Rudolph Wurlitzer Co., has joined the staff of engineers at Packard Manufacturing Corp., it is announced by Homer E. Capehart, chairman of the board of the Packard firm.

Wright has broad experience in the automatic music industry. He is recognized as a capable engineer and designer—and is also an inventor of some note. He was former process engineer with Wurlitzer.

AMI Ads Displayed

CHICAGO—Four advertisements of the Automatic Instrument Co. appeared in the Exhibition of Chicago Design & Printing Annual under the auspices of the Chicago Society of Typographic Arts during April. The exhibit consisted of the finest pieces of printing and advertising produced in the past year.

The ads advertised the AMI phonograph and all were prepared by Mangan & Eckland. Both James T. Mangan and Everett Eckland are members of the STA and Mangan for many years was one of the Society's directors. The ads displayed were "Greetings," "Twice 20 Is 40," "Orchestra Is In There," and "Note to A Nickel."

Coin Machine

Acceptance Corporation

A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN-OPERATED MACHINES

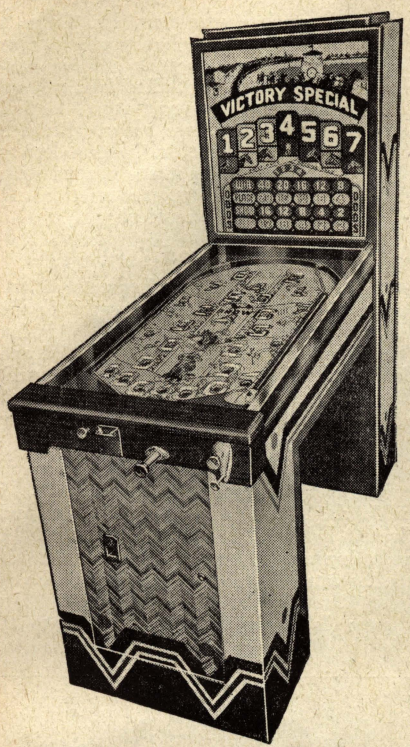
CMAC

CMAC IS SET UP TO HANDLE THE UNUSUAL TRANSACTION WITH UNUSUAL SPEED.

134 NORTH LASALLE STREET • CHICAGO 2 • ILLINOIS

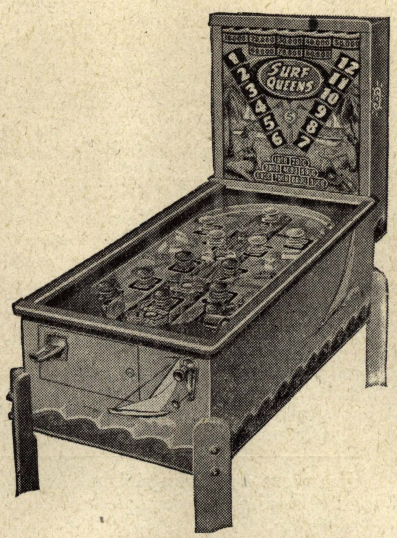
YOUR BEST BET IS . . . . BALLY

BALLY-BRIGHTEN YOUR LOCATIONS!



VICTORY SPECIAL

Features all the famous features of Bally's pre-war multiples. . . . Quickly convertible to one or five ball play. Packed with brand new play-getting ideas. Plenty of fast action, thrills, and suspense. Low operating cost . . . easy to service . . . positively top earning power. Order today. Push your profits to all-time highs.



SURF QUEENS

Here's a post-war five ball novelty game that is sweeping the country. This sparkling, fastest five ball novelty game ever built is bringing the slowest spots back to life in a big way. Combines all of Bally's time-tested money-making features together with new play-provoking angles . . . *plus* improvements in design and construction that guarantee long life on locations and trouble-free operation. Flashy, fast, thrilling, colorful.

VICTORY DERBY

Greatest multiple pay-table Bally ever built. New . . . different . . . has everything to get continuous repeat play. A new high in flash, fast action, excitement and suspense that add up to top earning power. New daily double feature, mystery selections, changing odds, automatic awards and other collection-boosting features.

UNDERSEA RAIDER

All votes go to Undersea Raider as arcade winner of the year. Sensational . . . gripping . . . drama-packed. Player fires from submarine at enemy ships with all the suspense of engaging in actual battle. This eye-catching, play-provoking, photo electric game will earn you big money fast. Beautiful . . . and rugged. Get yours today.

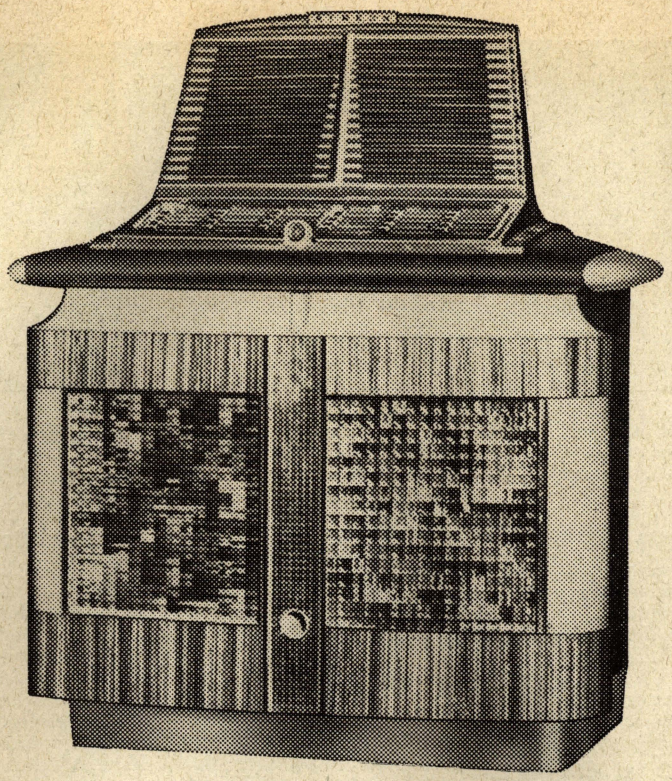
N I C K

NICK

NICKABOB CO.

2525 W. PICO BLVD. LOS ANGELES 6, CALIF.

FAirfax 1107



The Most Outstanding Phonograph of Our Time

The 1946 Aireon

There can be no doubt that the AIREON All-Star Electronic Phonograph is the greatest innovation in the phonograph industry today! Features never possible in coin-operated music equipment have been incorporated in this revolutionary line. As a result it is a masterpiece of tonal quality, intriguing in its alluring beauty, the most trouble-free for service, the most profitable to operate.

With only a fraction of the customary moving parts, Aireon Electronic Phonographs and Remote Control Equipment give continuous, trouble-free performance. A sensational new method of record changing and an absolute registering of all money deposited either in the phonograph or any wall box saves more than half the servicing time. These are only a few of the many improvements which Aireon has created to set a new standard of musical and mechanical perfection in coin-operated music equipment.

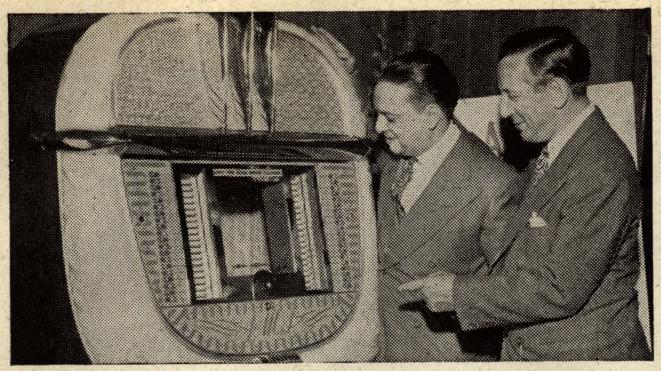
Come In For A Demonstration Today!

A B O B

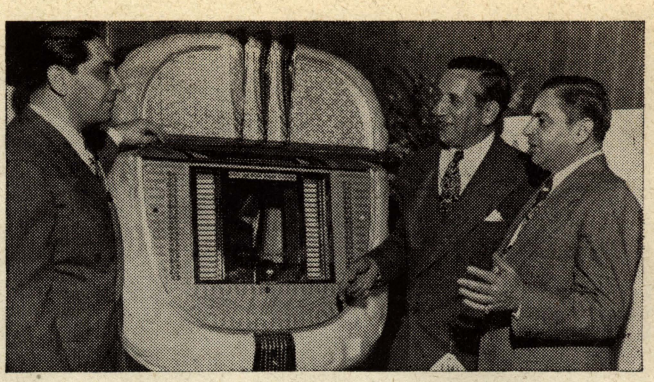
CARTER

NICKABOB SALES CO.

602 FULTON STREET FRESNO 1, CALIF.



Band leader Vincent Lopez, Hotel Taft, and Jack Mitnick, General Sales Manager, Runyon Sales Co. discuss the finer points of reproduction as the music pours forth. The AMI machine features 40 selections.



Sam Strahl, American Coin-A-Matic Machine Co., Pittsburgh, visited the premiere of AMI April 3-4 held by Runyon Sales at their New York showrooms. Right, Jack Mitnick, General Sales Manager, and Barney Sugarman, Runyon official.

AMI Chicago Showing

CHICAGO—On April 10-11, Automatic Instrument Co. staged the Chicago showing of the new AMI Model A phonograph. Distributors and operators flocked to the affair held in the Tropical Room of the Hotel Continental.

Many stars from radio, record, theater and cafe circles made personal appearances. Among them were: Ole Johnson and Eddie Franklin from the Olson & Johnson show, Chico Marx, Jackie Green, Tommy Bartlett, Johnny Neblett, Judy Clark, Lee Bennett, Fred Lowery, Dorothy Rae, the Maple City Four, Leon Chess, James Russell Conlin, the Four Bluejackets, Jack Fulton, Bill Samuels and his Trio. Band leaders Frankie Masters, Carl Schreiber, George De Carl, Griff Williams were there with their vocalists. The sports world was represented by Willie Hoppe, the billiard king, Jake Schaeffer, and bowling champions Ned Day and Joe William.

Miss Easter Straker, who does "Celebrity Spot" over WIND, interviewed De Witt (Doc) Eaton, general sales manager of Automatic Instrument, and Phyllis Myles, vocalist with Frankie Masters' band. The interview was wire recorded for later broadcast over WIND.

An interesting sidelight was the display of the first completely automatic coin-operated phonograph ever manufactured (*circa* 1900). The old-style phono plays cylindrical records and provides 24 tunes. The latest AMI machine gives the customer a choice of 40 selections from 20 records, for the first time playing either side of a record.

AMI N.Y. Showing

NEW YORK—The AMI premiere given by the Runyon Sales Co. was a decided success. Operators from New York, New Jersey, Connecticut, Canada came in to see the new machine and to enjoy Runyon's hospitality. In all, during the week the showing lasted, between two and three thousand visitors were counted. Though the showing is over, operators are still coming in to inspect the new models.

Everyone expressed satisfaction with the new phono and a large volume of orders was received. B. C. Wolfson, general manager of Runyon, reports that orders are being accepted based on delivery within four weeks.

Celebrities giving added glamour to the premiere were: Kate Smith, Ted Collins, Elsa Miranda, Johnny Mercer, Frank Sinatra, Connie Haines, Gerry Lawson, Vincent Lopez, Johnny Desmond, Jack Palmer, Jerry Wald, Johnny Pineapple, the Memphis "Five," and the Chesterfield "Satisfiers."

Father-Son for Aireon

KANSAS CITY—Aireon Manufacturing Corp. has an unusual father-son combination on the sales force. Regional sales manager for Texas, Louisiana, Oklahoma, Arkansas, Missouri, Kansas, Nebraska and southern Illinois is Ralph Rigdon. Working under him as district sales manager is his son, "Pete" Rigdon.

Having started in 1927 with Holcomb and Hoke, builders of the first amplified automatic phonograph, Papa Rigdon is a veteran in the industry. Before joining the Aireon staff he was associated successively with Wurlitzer and Packard.

"Pete" joined Aireon after his release from the Army. Young Rigdon was a licensed mortician before entering the Army. Injured in the Battle of the Bulge in Belgium, Pete spent many months in the hospital before his release.

Music Hath Charms (?)

CHICAGO — John Robinson, 45, had heard "Chickery Chick" several times too many, but the more nickels he dropped into the automatic phonograph and the more different buttons he pushed, the more "Chickery Chick" came out. He shouted at the bartender to do something about it, but the bartender yawned that it was closing time anyway.

Robinson heaved a glass of beer at the bartender, and the bartender heaved a .32-caliber slug into Robinson's left knee. Robinson poured himself into a hospital, and the bartender was held on an open charge.

Hyde Joins AMI

CHICAGO—James L. Hyde, Jr., has been appointed assistant to DeWitt "Doc" Eaton, general sales manager of Automatic Instrument Co. Hyde, formerly with the Ford Motor Co. and later a Navy Lieutenant flyer, was recently assistant to the vice-president of Fairchild Camera & Instrument Co., New York.

SEEBURG — Reconditioned Wallomatic Wireless Boxes.....$28.50
Reconditioned Wallomatic 3-Wire Boxes.....$24.50

CASTERS
Heavy Duty Replacement
SET of 4.....$1.60

VOLUME CONTROL KEYS
(For Seeburg and Wurlitzer)
Package of 24.....$1.00
Package of 100.....$3.00

FIBRE MAIN GEARS
Sample .....$4.00 — For Seeburg and Wurlitzers (less Steel Hub) — Lots of 10.....$3.50
QUANTITY PRICE.....$3.00 each
Factory Guaranteed against Defective Workmanship and Material

SEEBURG Pick-up Coils
(except 8800-9800)
Each $1.50

WALLOMATIC Fibre Inserts
For replacing rubbers in Selector switch banks
Per Set..... .30c

PLASTIC — (60 Gauge Red)
Cut to Size....per Sq. inch .02c
20"x50" Sheet.....$10.00

Quantity Prices To Distributors and Jobbers
Terms: 1/3 Deposit, balance C.O.D., F.O.B. Los Angeles

E. T. MAPE MUSIC CO.
(Manufacturing Division)
1701 W. Pico Blvd. Los Angeles (15) Calif.
Phone: DRexel 2341

E. T. MAPE
284 Turk St. San Francisco (2) Calif.
Phone: PRospect 2700

Let Us Re-Sharpen Your Juke Box Needles

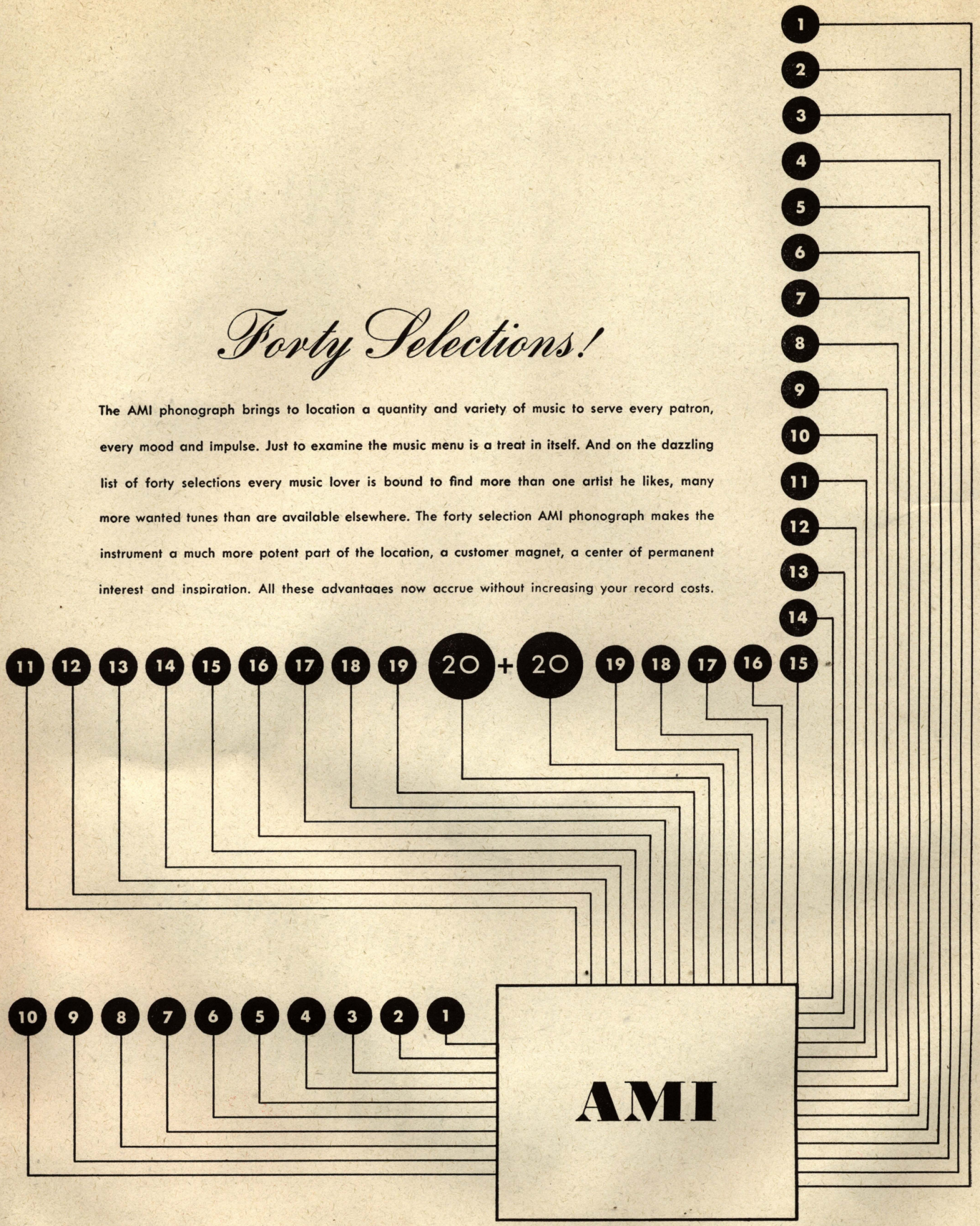
Guaranteed To Give You New Needle Service

Write for Free Shipping Containers

RE-SHARP NEEDLE SERVICE
P.O. BOX 770
FORT DODGE, IOWA

Forty Selections!

The AMI phonograph brings to location a quantity and variety of music to serve every patron, every mood and impulse. Just to examine the music menu is a treat in itself. And on the dazzling list of forty selections every music lover is bound to find more than one artist he likes, many more wanted tunes than are available elsewhere. The forty selection AMI phonograph makes the instrument a much more potent part of the location, a customer magnet, a center of permanent interest and inspiration. All these advantaaes now accrue without increasing your record costs.



Automatic Instrument Company

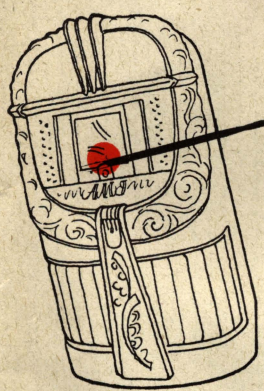
679 NORTH WELLS STREET, CHICAGO 10, ILLINOIS

OVERWHELMING THE INDUSTRY!

AMI

PHONOGRAPH

MODEL "A"



DISTRIBUTED IN CALIFORNIA, ARIZONA, WASHINGTON, OREGON, NEVADA AND THE HAWAIIAN ISLANDS BY

M. S. WOLF DISTRIBUTING CO.

LOS ANGELES—1348 Venice Blvd.
SAN FRANCISCO—1175 Folsom Street
SAN DIEGO—1305 Kettner Blvd.
SEATTLE—2313 Third Avenue
PORTLAND—427 S.W. 13th Avenue

ONE YEAR GUARANTEE

"FEATHERWEIGHT" SIMPLE, SINGLE 45 LB. MECHANISM

DEMOUNTABLE IN SECONDS

INTERCHANGEABLE SUB-ASSEMBLIES

INSTANT ACCESSIBILITY

D. C. LOW VOLTAGE OPERATION

SELENIUM RECTIFIER

FRONT COLLECTION

FRONT RECORD CHANGE

PREFERRED TYPE

LOW COST TUBES

PLAYS **TWENTY RECORDS** EITHER SIDE

LIGHTNING RECORD CHANGE

"NON CHEAT" SELECTOR

TILT-PROOF

BUMP-PROOF

1¼ OZ. NEEDLE PRESSURE

SUPER ILLUMINATION

ABLAZE WITH COLOR

DESIGNED TO SELL MUSIC

LIVING TONE

HEAD HEIGHT SPEAKER

ELECTRONIC TONE CONTROL

FLOOR LEVELLING CASTERS

SUPREMELY BEAUTIFUL

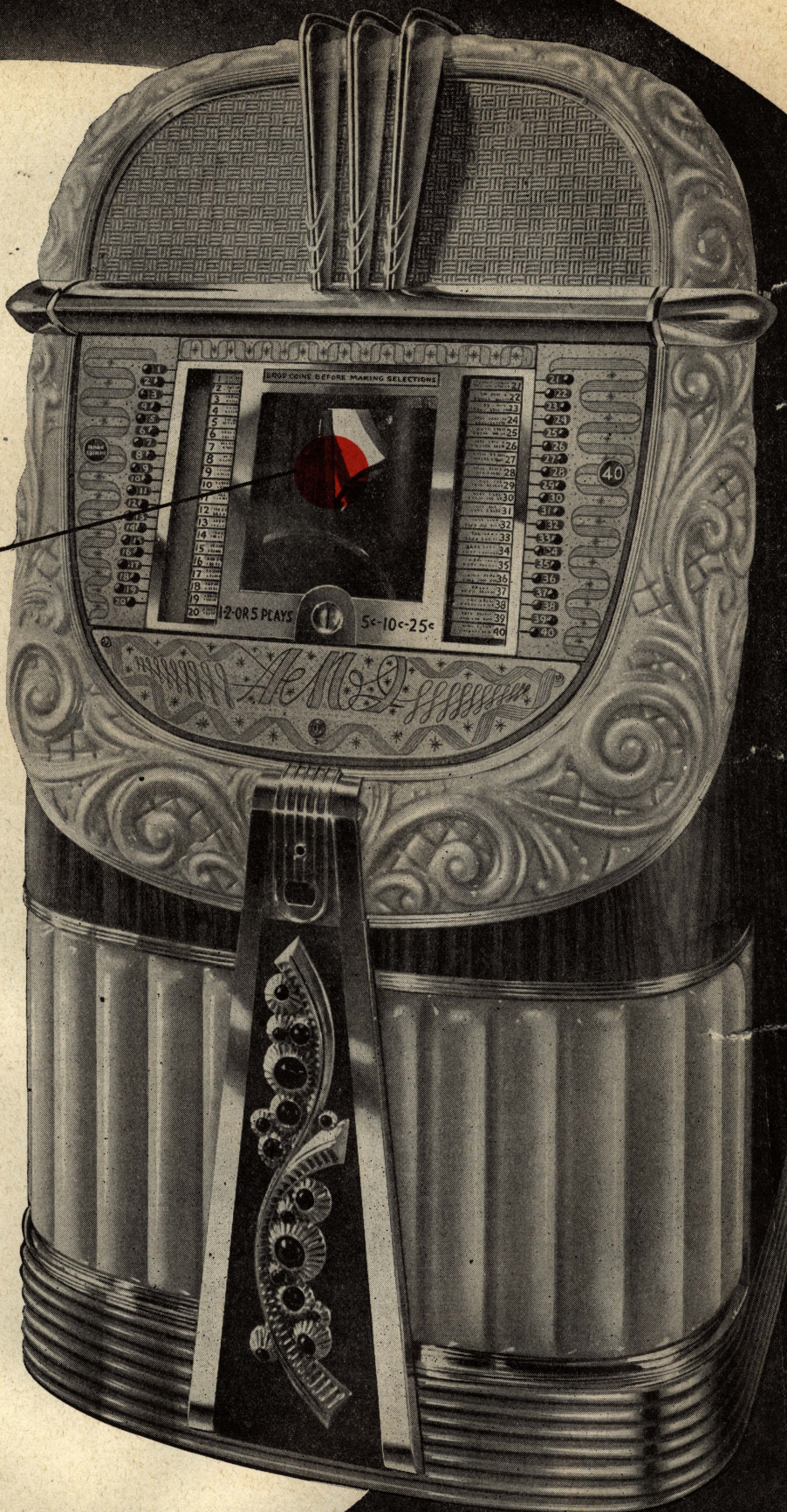
PRESSURE BONDED

WATER-PROOF CABINET

LAVISHLY EMBELLISHED WITH NON-DISTORTING PLEXIGLAS

THE BEST MUSIC IN RICH ABUNDANCE

FORTY SELECTIONS



● Congratulations, to all distributors who held 1946 new model showings in the west, several of which I attended. The distributors really "dood it" with excellent food, entertainment decorations and all, to say nothing of the par excellent variety at the bars. Yes Sir, these distributors of all makes of phonographs are due a big hand, and I understand all the distributors throughout the entire country did a bang up job.

There's no finer bunch of fellows in this whole wide world than the coin-controlled distributors and operators, and I mean just that.

● Wired music? Sure, it's a good business in the loop of all cities. Wire music has its field and phonographs have their field and all combined provide a full coverage of the best entertainment for a nickle, dime, or quarter in the world. Also, measured music has its field where anything but individual music might disturb sales, such as in drug stores, etc. My best wishes will be with all music operators whether phonograph, wired or measured. They all have a great future.

● Operators who believe today's phonographs are high will, in my opinion, be paying a higher price in 1947. The same as autos, washing machines, refrigerators, etc. Is this a bad condition,—NO. It only tends to enhance the value of the equipment you now have.

I recall when operators paid $249.50 for a ten record phonograph and had a hard time paying for them. Finally phonographs went to $297.70 and when they reached over three hundred they were beyond any reason in price. Then the round numbers went to $400.00, $500.00, $600.00, and due to public acceptance of the coin-operated music, operators made more money than ever before. Sure, there was a war time boost in take, but public acceptance, which will remain with us, was the secret of the success of the music operator and it will continue so.

● In the past there haven't been enough sales managers who were really developers of salesmen. It is reasonably certain today that there is a need for such leadership to meet the demand as there is a big field open for men who will study and specialize to fill the important position as sales managers.

● Harry Parrott's *Good Measure*, is well for all of us to read.

"If when you are old, your life you would treasure,
See that today friend, you hand out Good Measure,
No matter what business or labor you do,
Good Measure will surely bring good luck to you.
Good Measure means always to give out your best,
And this in return means a conscience at rest.
Good Measure means always playing the game of life square,
To treat those you deal with honest and fair,
And if this you do, the times you're at leisure
Will be happy because you have given Good Measure."

● I have visited many new display rooms the past six months and the distributors on a whole are to be highly complimented. To those who contemplate redesigning show rooms here are a few thoughts for the planning:

1. Is the show room properly located in reference to office traffic?
2. Is it too large or too small for its job?
3. Is it so designed to fit the business?
4. Is its atmosphere warm and friendly?

Every person who calls on a business, whether he comes to buy or to sell, is directly or indirectly an advertiser of that business.

Plea for Phonos

NEW YORK—Teen-age centers need automatic phonographs. The American Women's Voluntary Services, sponsor of seven teen-age clubs in this city, is trying to see that there is a machine in each center. Coke machines, candy and nut vendors are also popular in teen-age clubs.

Walter Solomon of Western Distributors, Seattle, standing behind the Aireon listens as Wyrin Haws, Bellingham, points out a feature to his frau.

acme UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

NON-INFLAMMABLE
NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
EXPERTLY MOLDED

PERFECT FIT
GUARANTEED

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

DETERMINE RIGHT OR LEFT AS YOU FACE PHONOGRAPH

WURLITZER MODELS

	Each
24 Top Corners	$ 1.20
24 Lower Sides	4.00
61-71-41-600-500 Top Corners	4.00
700 Top Corners	7.00
700 Lower Sides	9.50
700 Back Sides	8.50
800 Top Center, Right or Left Red	8.00
800 Back Sides, Green	9.50
800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
850 Lower Sides	8.75
850 Top Center	11.00
950 Lower Sides	10.50

MILLS
Available in Red, Yellow or Green

	Each
Throne—Empress Top Corners	$14.00
Throne—Empress Lower Sides	14.00

New! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. $5.00 Per Set.

ROCK-OLA MODELS
Standard, Master, DeLuxe or Super

	Each
Top Corners	$12.75
Lower Sides	12.75
Top Door Plastics	6.75

The Above Available in Solid Red, Yellow, Green.

COMMANDO	Each
Top Corners	$ 8.00
Top Center	7.00
Long Sides	12.75

Combination Yellow & Red Color Scheme

SEEBURG MODELS

	Each
"Hi Tone"—Model 9800, 8800, 8200, Lower Sides	$14.50
"Cadet"—"Major" Top Corners	6.00
"Classic"—"Colonel" Top Corners	2.50

SHEET PLASTIC
20"x50"—Non-Brittle, Pliable.
60 Gauge Red, Yellow or Green (Thickness of a New Half Dollar). Per Sheet $14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York. Remit Full Payment and Save C.O.D. Charges. Checks Acceptable!
ORDER FROM YOUR NEAREST DISTRIBUTOR!

acme SALES CO. 505 WEST 42nd ST. NEW YORK 18, N.Y. LONGACRE 3-4138

Our Prices on Phono Needle Re-Sharpening Remain the Same, Despite Increased Costs

1-50 Needles Re-Ground @ 15c
51 or More Re-Ground @ 10c

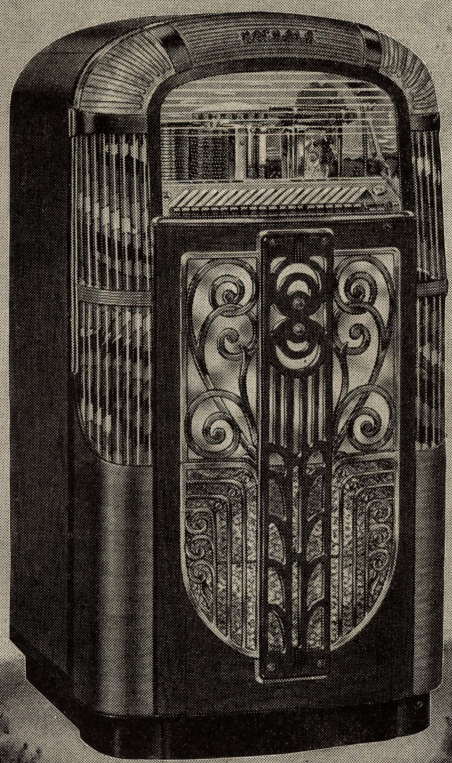
Write for Free Shipping Containers

RE-SHARP NEEDLE SERVICE
P.O. BOX 770
FORT DODGE, IOWA

ROCK-OLA

The PHONOGRAPH OF TOMORROW....

Today



RMC

Automatic Phonograph Owners Everywhere say:

"Just what we've been waiting for!"

ROCK-OLA MANUFACTURING CORPORATION
800 N. KEDZIE AVE. ★ CHICAGO 51, ILL.

Strategically Located

THESE PIONEER AND W ARE READY TO

ROCK-OLA - *The Phono*

IN NORTHERN CALIFORNIA, OREGON, WAS

In Oakland

GEORGE A. MILLER

NORTHERN DIST. CO.

128 EAST 14TH ST., OAKLAND, CALIF.

Telephone: TWinoaks 3634

In Seattle

GEORGE SCHNABEL

PUGET SOUND NOVELTY CO.

114 ELLIOTT AVE. WEST

SEATTLE 99, WASHINGTON

In San Francisco

MBW

GEORGE R. MURDOCK &

ASSOCIATES

Factory Representatives
Streamlined Distribution in the Modern Manner

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA

Telephone: PRospect 2974-2975

ROCK-OLA

RMC

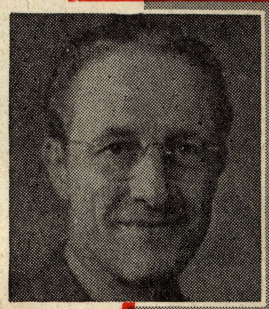
LOOK TO ROCK-OLA

ELL ESTABLISHED ORGANIZATIONS SERVE YOU WITH THE NEW

graph of Tomorrow!

HINGTON, WESTERN IDAHO AND NEVADA

In Portland

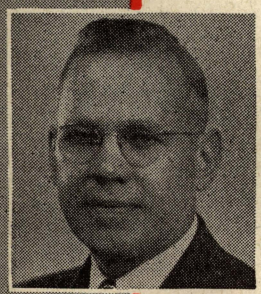


E. ROLAND ALLEN, Mgr.

NAT SCHOEN

1516 N. E. 33 AVE.
PORTLAND 13, OREGON

In Spokane



ARTHUR C. RUD

A. C. RUD COMPANY

NORTH 13 BERNARD STREET, SPOKANE 10, WASH.
Telephone: MAin 1475

E. GEORGE BENNETT
WILLARD WAYNE
C. R. MERRILL

ROCK-OLA

RMC

—FOR LEADERSHIP!

PRELUDE TO PROFITS

The startling *new* engineering developments—*new* revolutionary styling—*new* easy-to-service automatic phonograph in work at Mills is truly today's prelude to tomorrow's profit! Its eye-catching simplicity, fidelity of tone, steady performance spell more plays, more profits. That's why leading dealers everywhere recognize that

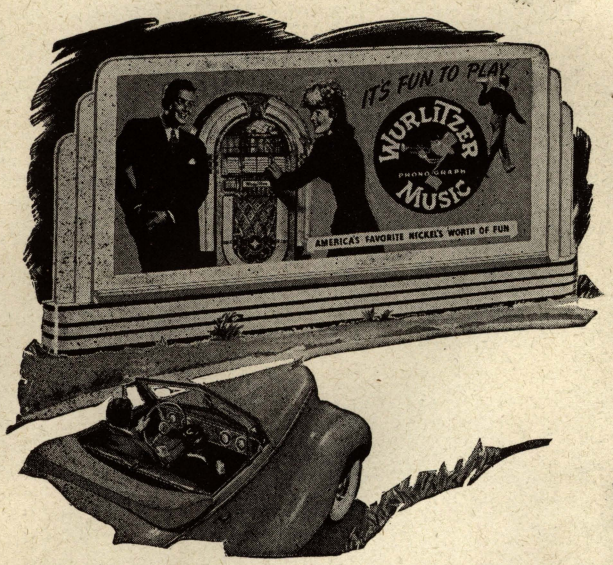
***it's worth waiting for* MILLS MUSIC**

MILLS INDUSTRIES, INCORPORATED · 4100 Fullerton Avenue, Chicago 39, Illinois

WURLITZER'S COAST TO COAST BILLBOARD CAMPAIGN WILL REGISTER

1,573,646,000 IMPRESSIONS

DURING 1946



FIRST OF A SERIES OF 11,268 BILLBOARDS THAT WILL PROMOTE WURLITZER PHONOGRAPH MUSIC IN 5050 CITIES AND TOWNS FROM APRIL THROUGH NOVEMBER

It's part of Wurlitzer's Triple-Action Advertising Campaign including 31 full color, full page ads in four great national magazines AND play-stimulating signs in Wurlitzer locations—a campaign assuring that every Wurlitzer Factory-Approved Music Merchant will make more money than ever before.

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO, EASTERN NEVADA, SOUTHERN MONTANA AND WESTERN TEXAS

1932-4 Broadway
Denver 2, Colorado

626 W. Washington St.
Phoenix, Arizona

276 W. First, South
Salt Lake City 1, Utah

2401 East Alameda St.
El Paso, Texas

Bush Examines Wurlitzer

PORTLAND, Ore.—Proving that interest in Wurlitzer phonos is shared by prominent professional people, the accompanying photograph is submitted by the local branch of Clark Distributing Co., Wurlitzer Northwestern distributors.

Pictured in Clark's showroom examining a 1946 Model 1015 Wurlitzer phonograph are, left to right, Earl Bush, a leading Oregon Music Merchant, and Dr. Ruth Barnett, well-known Portland professional woman.

Charming, gifted Dr. Barnett was captivated by the eye-catching design and superb tone of the Wurlitzer 1015, an experience paralleling that of thousands of others now seeing and playing the Wurlitzer 1015 in top locations throughout the country.

Commenting on the widespread interest in juke boxes, Bush stated, "The appeal of music is universal. Now, through the medium of Wurlitzer's Model 1015, phonograph music better than ever before will be available almost everywhere you go. Music seekers need only look for Wurlitzer's Sign of the Musical Note to find the best in phonograph music."

Stemler Resigns as Director of MOASC

LOS ANGELES—Aubrey Stemler, well known local coin-man, has terminated his contract as director of the Music Operators Association of Southern California in order to devote his entire time to distributing from his office at 2323 W. Pico Blvd.

Stemler's resignation was announced shortly after a mid-March meeting of the Association's board of directors who praised Stemler's work in behalf of the Association and the outstanding manner in which he had conducted its affairs.

Jay Bullock was temporarily designated as new director.

Record Firm For Musicmen

CHICAGO—Anticipating a tremendous record demand by music operators, a new company is about to get under operation here for the purpose of manufacturing records solely for coin-operated instruments. The company—name as yet unannounced—will be headed by Al Sebring, executive head of Bell Products Co., Chicago.

In announcing formation of the company, Sebring stated: "The records will be pressed in Chicago and Hollywood, with most of the master discs being cut in Hollywood. Each record will bear the label, 'For Use in Coin-Operated Instruments, Exclusively.'"

The new concern is reported to have signed several bands and artists and to be planning to start production as soon as possible. Sebring declared that the main objective of the company will be to furnish music operators with the best records, the best talent and the best service.

Associated with Sebring is M. T. Styne, brother of Julie Styne, writer of several recent top selling tunes.

MAKES A ROUTE out of EVERY LOCATION

Solotone INDIVIDUAL MUSIC SYSTEM

Here's the biggest money-maker in automatic music.

The Solotone Individual Music System plays low volume music which can only be heard by those in a booth or directly in front of the box at the counter. The music at each box is timed — six minutes of popular recordings for each 5¢ and twelve minutes for each 10¢.

Solotone's individualized entertainment produces multiple revenue, as all Solotone boxes can be in operation at once, yet each one will be producing its own revenue. Solotone boxes are designed for use either for service over telephone lines from a central station or from a hide-away phonograph in each location.

Get the full story on this multiple-profit maker. Write or wire today for the complete Solotone plan.

SOLOTONE CORPORATION

2311 WEST PICO BOULEVARD, LOS ANGELES 6, CALIFORNIA, FAIRFAX 2325

In a setting of breath taking beauty the new Aireon was unveiled before thousands in the Mexico City showrooms of Casa Navarro. Seated in the center between the Bringas Brothers, is Frank Navarro. Standing are some lady guests. Woman at left of phonograph is Mrs. Padilla, whose husband is the favorite in the forthcoming Presidential election. To her was given the honor of pulling the cords that moved the curtains aside for all to see the phono.

Navarro Has Terrific Aireon Showing in Mexico City

MEXICO CITY, D. F.—March 16th will long be remembered in Aquiles Serdan for it was "A" Day and the Casa Navarro opened its doors for one of the finest showings of new equipment ever to be staged in Mexico City. A free bar and free food resulted in thousands visiting the establishment during the day and viewing the new machine that will soon be providing the entertainment in thousands of locations in the Republic.

Navarro went "deluxe" the whole way. Operators, their wives and families received special consideration, and the patrons were given an opportunity to enjoy the firm's hospitality and get acquainted with their new provider of musical entertainment.

Casa Navarro had a two-hour broadcast during the day over one of the leading stations. Interviews from the floor were featured and *Noticiro*, Mexican newsreel firm, made pictures which were shown in 500 theaters in Mexico the following week. In fact, many of Frank Navarro's friends did not know he was in town until they witnessed the motion pictures in the theaters, and made it over to Casa Navarro to shake hands and see the new Aireon instruments.

Festivities got under way shortly before noon when Sra. Padilla, wife of the former Ambassador to the United States who is now campaigning for the Mexican presidency, pulled the velvet ropes which released the curtains unveiling the Aireon Electronic Phonograph. From then on joy was unconfined. Navarro is a very close friend of the Padillas and enjoyed their hospitality many times during the six weeks stay in Mexico City.

Following the showing, Navarro announced that he had appointed David Romero, of La Fiera, as sub-distributor in the Federal District, and had accepted a deposit of $30,000 on a contract for a minimum of 500 instruments, and a guarantee of 800, which is probably one of the largest orders for automatic equipment ever to be written in the Americas. Close to a million American dollars will eventually be involved in the transaction.

Casa Navarro is following up its program of telling the Aireon story to the patrons of Mexico by placing its advertising in *ASI*, a monthly magazine which is comparable to *LIFE*, and circulating throughout Mexico. In the April issue Casa Navarro had the back cover in two colors.

* * *

LOS ANGELES—Frank Navarro, of Navarro Distributing Co., returned on April 11th after presiding over the extremely successful showing of Aireon equipment in Mexico City on March 16th.

"Our factory is now in line production and the first instruments will be here by the end of April," said Frank. "As materials flow more easily, production will naturally be increased and we are looking forward to receiving at least a carload of instruments a week by June."

As a result of the showings Frank held here and in Mexico City, he placed an order on April 12th with W. E. Simmons, Aireon representative, for approximately two million dollars worth of Aireon equipment for his two distributing headquarters.

* * *

"I hear you are speculating in rye."

"I was, but never again! The market went against my grain!"

WHY WORRY?

Try Our New, Enlarged 24-Hour Service For Music Operators Temporarily Out Of Town

We will take all service calls during your absence and keep your machines in top running order. Quick, efficient, reliable. We can relieve your mind of all worries while you are away.

Call in, phone or write for details.

W. H. Leuenhagen & Co.

New Phone: DRexel 1345
1813 W. Pico Boulevard
Los Angeles 6, Calif.

EXPERT PHONOGRAPH SERVICE

Let our factory-trained mechanics take care of all your phonograph and amplifier repair and maintenance problems. Any job—large or small—at reasonable rates.

COMPLETE LINE OF PHONOGRAPH PARTS

Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters. Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Speakers, Pick-Up Heads for exchanges.

CASH WAITING FOR USED EQUIPMENT

We will pay top market prices for used phonographs and remote control equipment of all types. Bring 'em in! Also see us for any phonograph equipment you need.

NOW ON DISPLAY

MEASURED MUSIC **The Music System with the tremendous "TAKE" that you have been waiting for. See advertisement on Pages 72 and 73. Come in today for demonstration and complete information.**

NELS NELSON

2329 W. PICO BLVD. **LOS ANGELES 6, CALIF.**

Fitzroy 0545

CAPITOL

4★ 243 The Pied Pipers
IN THE MOON MIST (V)
MADAME BUTTERBALL (V)
Here is a "dream" record with every component part to make it a lush disc for automatic use. The Paul Weston arrangement helps the vocal group to create a brilliant effect for a mood ballad. Platter mate is a novelty jive tune packing a certain amount of entertainment. Count on the "A" side for the returns.

3★ 244 Martha Tilton
AS IF I DIDN'T HAVE ENOUGH ON MY MIND (V)
AH YES, THERE'S GOOD BLUES TONIGHT (V)
A pair of ditties ideally suited for La Tilton. First is a rhythm ballad and will rely mainly on its picture plugs for popularity. Second tune was first showcased on Philco Hall of Fame radio program and Tilton is backed by an 8-voice rhythm choir. Good.

4★ 245 Paul Weston
FULL MOON AND EMPTY ARMS (FT)
NOBODY ELSE BUT ME (FT VC)
A delightful record with the superb piano work of Skitch Henderson featured on the first side of a typical music for dreaming recording. On the second side Lou Dinning, of the Dinning Sisters, vocalizes a tune in the New York revival of "Show Boat." Average fare. First side is, as usual, the filet on this chunk of wax.

3★ 246 Jack Guthrie
I LOVED YOU ONCE BUT I CAN'T TRUST YOU NOW (HB V)
WHEN THE CACTUS IS IN BLOOM (HB V)
The "Oklahoma Hills" lad returns with a brace of cowboy tunes. A spirited love ditty shares the record with a lively number which includes a bit of yodeling. Okeh for folk tune spots.

COLUMBIA

4★ 36965 Benny Goodman
DON'T BE A BABY, BABY (FT VC)
ALL THE CATS JOIN IN (FT VC)
The Goodman Sextet does the first side in a slow and pleasing manner while the entire band breaks forth in an exceptional recording of the second tune. In addition to Liza Morrow on vocal, assisted by the maestro, the vibraphone work of Johnny White is interesting. A bang-up disc for operators.

4★ 36964 Dinah Shore
THE GYPSY (V FT)
LAUGHING ON THE OUTSIDE (V FT)
"The Gypsy" is an English tune rapidly becoming popular on this side and the Shore recording will help it along. But for solid returns the second side should get the billing. A dandy tune, delightfully recorded. Will account for good returns.

3★ 36953 Xavier Cugat
TIERRA VA TEMBLA (Afro-Cuban VC)
RUMBA RUMBA (VC)
Typical Cugat numbers with a Latin accent and featuring Del Campo. Rumba features the usual conga drums beating out the rhythm. Average.

4★ 36954 Gene Krupa
WE'LL GATHER LILACS (FT VC)
GIMME A LITTLE KISS (FT VC)
This disc contrasts the rhythm of a novelty tune with a slow ballad. First is a beautiful new song which Krupa entrusts to Buddy Stewart's vocalizing. Second tune is an old one now returning in modern dress. Some fine passages in this number which include a slow rock tempo and a faster swing as Krupa kicks the skins. Pleasant to listen and dance to, and a good disc for the automatics.

4★ 36965 Harry James
DO YOU LOVE ME (FT VC)
AS IF I DIDN'T HAVE ENOUGH ON MY MIND (FT VC)
A sock disc that will wow the James fans. Solo passages are entrusted to the James jazz immortals and vocals fall in capable hands. A fine entertaining pairing and some inspiring trumpet work.

4★ 36955 Benny Goodman
IT'S THE TALK OF THE TOWN (FT VC)
SWING ANGEL (FT)
This slow, beautiful number is becoming somewhat of a standard and accounts for a good return on automatics whenever used. The Goodman version is excellent. Reverse is a swing tune full of brilliant solo work by BG. Recommended for the turntables.

3★ 36936 Woody Herman
WELCOME TO MY DREAM (FT VC)
IT'S ANYBODY'S SPRING (FT VC)
The Herman Herd ride side saddle on this ballad duo. First side leaves us cold. The underside is a wee bit better with Woody on vocals. Just fair fare.

4★ 36963 Kate Smith
I DIDN'T MEAN A WORD I SAID (V FT)
SIOUX CITY SUE (V FT)
The old girl gets sentimental on the "A" side and does a fair job chirping a coming song, and laces out in robust western style to lasso a 4-Star rating on the underside. The vocal quartet backs her up and, on phonos, the cash is on the "B".

4★ 36952 Fred Lowery
WHISTLIN' JOE (Whistling & V)
FROM THE LAND OF THE SKY-BLUE WATER (Whistling)
It is our belief this disc will pay off well on phonos, especially the second side when Lowery does his own version with simplicity and beauty, backed up with Guitar and Novachord. First is a novelty, and fair material.

(See RECORDS, Page 64)

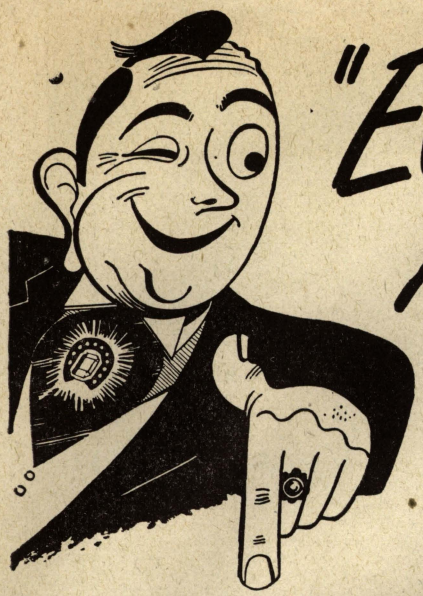
I SURE GET ROUGH AND SCRATCHY WHEN SOME INEXPERIENCED OPERATOR EXPECTS ME TO COOPERATE WITH A SUBSTITUTE FOR A PERMO POINT!
SOME FOLKS JUST DON'T SEEM TO UNDERSTAND THAT I AM AN EXPENSIVE NECESSITY AND SHOULD BE TREATED KINDLY. THE BEST NEEDLE IS NONE TOO GOOD FOR MY SENSITIVE NATURE!
PERMO
Incorporated
6415 Ravenswood Avenue, Chicago 26
ROUND
ELLIPTICAL
AT DECCA, RCA-VICTOR, COLUMBIA DISTRIBUTORS

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven. 1 to 10—35c; 11 to 99—32c; 100 or more—30c.

— SEE —

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15



"EVERY ONE IS A MONEY-MAKER!"

DESI ARNAZ

and his Orchestra

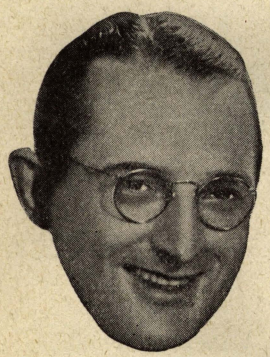
WITHOUT YOU—Beguine

(from the Walt Disney Production "Make Mine Music")

AND CUBAN PETE—Rumba

Vocals by Desi Arnaz and Amanda Lane

RCA VICTOR 25-1058



TOMMY DORSEY

and his Clambake Seven

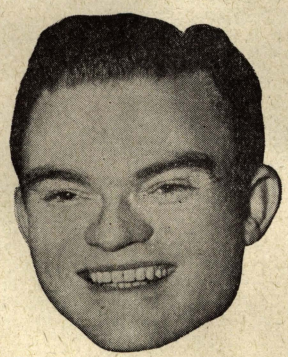
(Ah—Yes)

THERE'S GOOD BLUES TONIGHT

AND DON'T BE A BABY, BABY

Vocals by Sy Oliver

RCA VICTOR 20-1842



SPIKE JONES

and his City Slickers with Chorus

OLD MACDONALD HAD A FARM

AND MOTHER GOOSE MEDLEY

RCA VICTOR 20-1836

JOHN RYAN with Orchestra

LOOP-DE-LOO AND AH DEE AH DEE AH

RCA VICTOR 20-1843

INTERNATIONAL HITS

HENRI RENÉ

and his Musette Orchestra

I YI YIMMINY YI

(The Smörgasbord Song)

Vocal refrain by Johnny Olson

AND

THE RAIN POLKA

RCA VICTOR 25-1055

WALTER OSSOWSKI

and his Instrumental Quartet

PIOTR POLKA (Peter Polka)

AND

OSTRA POLKA (Skippy Polka)

RCA VICTOR 25-9001

LECUONA CUBAN BOYS

AY! MAMÁ INÉS—Rumba

Vocal by Agustín Braguera

AND

INVOCANDO A CHANGO—Rumba

(Call The Doctor)

Vocal by Chiquito Oréfiche

Both sung in Spanish

RCA VICTOR 23-0270

OLD FAMILIAR TUNES

SONS OF THE PIONEERS

with Instrumental Accompaniment

GOLD STAR MOTHER WITH SILVERY HAIR

AND

I WEAR YOUR MEMORY IN MY HEART

RCA VICTOR 20-1820

HARMONEERS QUARTET

with Piano Accompaniment

CROWN HIM KING

AND

WHERE COULD I GO?

RCA VICTOR 20-1816

A NEW RACE RELEASE

ARTHUR "BIG BOY" CRUDUP

Blues Singer with Guitar and Drums

I'M IN THE MOOD

AND

SHE'S GONE

BLUEBIRD 34—0746

COIN MACHINE REVIEW

63

FOR MAY 1946

RCA VICTOR RECORDS

"HIS MASTER'S VOICE"

Sterling "POPS" UP WITH

RUBY NEWMAN AND HIS ORCHESTRA

STERLING NO. 7003 — APRIL RELEASES

I'M A BIG GIRL NOW — VOCAL BY VERA HOLLEY

DON'T BE A BABY, BABY — VOCAL BY MICHAEL REVELL

STERLING NO. 7004 — APRIL RELEASES

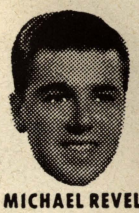
SEEMS LIKE OLD TIMES — VOCAL BY MICHAEL REVELL

IT COULDN'T BE TRUE

Ruby's sock society combo has been solid with the hep debutantes for years. Top conductor for CBS, he slings a slick stick, making the music that racks up sales.

VERA HOLLEY

Definitely slated for a top spot among chantootsies. Now on WHN's GLOOM DODGERS, inked for T. Dorsey's MUTUAL NETWORK show. On this record she's really fine.



MICHAEL REVELL

Keep your ears on MICHAEL REVELL, whose songs went smoothly out over MUTUAL. Now out of khaki, he's on his way up to stardom.

AND OF COURSE!

STERLING 7001

ONE-ZY, TWO-ZY • WE'LL GATHER LILACS

STERLING 7002

WHERE DID YOU LEARN TO LOVE? • ALL THROUGH THE DAY

TOMMY JONES & HIS ORCH.

Vocals by LOUISE TOBIN

LIST PRICE 75c plus tax

Sterling RECORDS, INC.

DISTRIBUTORS IN ALL PRINCIPAL CENTERS

7 WEST 46th ST
NEW YORK 19, N. Y.
CHELSEA 3-3337

RECORDS

(Continued from Page 62)

3★ 36951 Rambling Rogue
BLUES IN MY MIND (HB V)
IF IT'S WRONG TO LOVE YOU (HB V)

This plaintive chap with his heartfelt versions of folk songs has a tremendous following. Both tunes will get plenty plays in western music spots.

4★ 36962 Frank Sinatra
ALL THROUGH THE DAY (V FT)
TWO HEARTS ARE BETTER THAN ONE (V FT)

A masterfully recorded pair of numbers ideally suited for Frank's tender (?) phrasing. Arrangements are topnotch. Ballad on the first is contrasted by the medium swing tempo of the second side. Sure-fire numbers that will click off the plays.

4★ 36933 Harry James
I'M IN LOVE WITH TWO SWEETHEARTS (FT VC)
THE WONDER OF YOU (FT VC)

Some fast riding on this par excellent disc. James leads off the honors with his trumpet work while Willie Smith's alto passage is a close second. Buddy Di Vito and Kitty Kallen are back on choruses. Very good.

4★ 36947 Frank Sinatra
FULL MOON AND EMPTY ARMS (V FT)
YOU ARE TOO BEAUTIFUL (V FT)

Another marvelous pair by Frankie. First is from the beautiful theme of the Rachmaninoff Second Piano Concerto. Fine music and a treat to hear. Get it—it's solid on both sides.

4★ 36960 Kay Kyser
ONE-ZY TWO-ZY (FT VC)
THERE'S NO ONE BUT YOU

A typical Kyser arrangement of the novelty number, coupled with a ballad featuring the Kyser danceable style. Will cop the coin because of the current popularity of this zany tune.

4★ 36961 Les Brown
IN THE MOON MIST (FT VC)
THE FRIM FRAM SAUCE (FT VC)

Contrasting tunes. First is a beautiful interpretation of this popular love ditty, while on the "B" side Butch Stone kicks the bejabbers out of "Frim Fram Sauce" with his genial ad-libbing. Very, very good.

MAJESTIC

3★ 7171 Danny O'Neil
ONE MORE TOMORROW (V FT)
I DIDN'T MEAN A WORD I SAID (V FT)

O'Neil, featured on radio for some time, adds his velvet voice to the Majestic roster with this initial pairing. Tunes suit his style and recording is interesting but shy on the draw needed for phonos. As a program filler it's okeh.

4★ 7172 Louis Prima
GIMME A LITTLE KISS (FT VC)
WHERE DID YOU LEARN TO LOVE (FT VC)

Lots of entertainment on this platter. Prima messes with the vocals on the revival on the first side and Jack Power does a capable job on the "B" side which is a slow ballad-type number. The Prima draw is sectional, so use this accordingly. In the right spots it will be terrific.

3★ 1032 Johnny Guarnieri
BODY AND SOUL (Piano)
NOBODY'S SWEETHEART (Piano)

One of America's greatest jazz pianists is responsible for these two piano interpretations of old favorites. His name, as a soloist, won't mean anything in your program holder, but once a jive fan invests a try-out nickel the dimes and quarters will follow. It's too bad the slips don't provide room for a little ballyhoo. This artist is tops and with Cozy Cole on drums and Bob Haggart on bass the numbers are top drawer. Give 'em a try in your hot spots at least.

4★ 1034 Mildred Bailey
ALL THAT GLITTERS IS NOT GOLD (V FT)
IN LOVE IN VAIN (V FT)

The Rockin' Chair Lady and the "No. 1 Girl Singer in the Esquire Poll" bobs up with a pair that look ripe for the automatics. First side is particularly noteworthy. Vocals are catchy and in a snappy vein. Second is taken at a slower tempo. Both are usable. Okeh.

3★ 7173 Jack Smith
I'LL BE YOURS (V FT)
LET'S PUT OUT THE LIGHTS (V FT)

On records Jack Smith isn't quite as effervescent as on his radio programs, which is a merit mark for him. However this coupling of an oldie with a newie doesn't pack too much ammunition for the automatics. For a stack filler it's ripe stuff.

(See RECORDS, Page 66)

The Abe Most Sextette — recording exclusively for Superior Records. Abe is in white sleeves in the center, while Ray Linn, Vince Terri, Herm Saunders, Artie Bernstein and Nick Fatool are around him.

the SUPERIOR RECORD IS HERE!

New names . . . New tunes . . . New method . . .
New SUPERIOR profits!

First nine SUPERIOR records...just released...ready for immediate delivery..and every record what the name implies ..SUPERIOR

THE HARLEM BLUE KNIGHTS
great All-Star Orchestra
with vocals by Mimi Oradell, "Baby" Andrews & Danny Griss

NO. 101 GARDNER STREET SUSIE
THIS AIN'T NO VOOT

NO. 102 JUMP JUMP
GOING JAM-MAD

NO. 103 SWING IT FOR ME
MARRIED MAN BLUES

NO. 104 MY MAN, HE THRILLS ME
EV'RY DAY
SUSIANNA'S GOT SOMETHING

ABE MOST SEXTETTE
new sensational hot ensemble
with vocals by Jill Jordan.

NO. 105 DREAM MAN
MOSTLY CAPERS

NO. 106 WHO'S SORRY NOW?
NOISE FOR THE BOYS

BETSY GAY — *lovely young Western Star*
with "Slim" Duncan's Orchestra

NO. 107 SLAM MY DOOR WHEN YOU GO OUT
BELLE OF THE OLD BARN DANCE

STUART HAMBLEN
famous Western star of radio
with Suzy Belle and the Covered Wagon Jubilee

NO. 108 SHEEPSKIN CORN & A WRINKLE ON A HORN
ACROSS THE GREAT DIVIDE

NO. 109 THE LAMP POST OF OLD BROADWAY
BLUE LIGHTS

Watch for CHUY REYES the Prince of Rhumba

These nine new **SUPERIOR** Records will bring Great Profits to Dealers and Operators . . . will delight Collectors and Radio Listeners . . . for they are Superior!! So . . . climb on the Superior-Profit Band-Wagon.

Retail Price 75¢ Plus Tax. Customary Trade Discounts. Write . . . Wire . . . Phone

SUPERIOR RECORDING COMPANY

1712 Glendale Blvd., Los Angeles 26, California

RECORDS

(Continued from Page 64)

3★ 7175 The Three Suns
ALL THROUGH THE DAY (FT VC)
I LOVE AN OLD FASHIONED SONG (FT VC)
A lush lullaby coupled with a sweet, nostalgic nicety and featuring the smooth and silky blend of accordion, organ and guitar, with vocals to heighten the listening enjoyment. This disc creates a restful mood and will get coin in the average spot.

4★ 7176 Jack Leonard
THEY SAY IT'S WONDERFUL (V FT)
SEPTEMBER SONG (V FT)
A hit tune from Irving Berlin's musical show "Annie Get Your Gun" on the "A" side is exquisitely sung by Jack Leonard and his rendition of the hit tune from "Knickerbocker Holiday" on the reverse side makes this an A-1 disc where vocals are attractions. Leonard does a neat job and plenty of repeats are certain.

Majestic
MIGHTY MONARCH OF THE AIR
RECORDS
for you:—
Three Suns
Louis Prima
Noro Morales
Ray McKinley
Johnny Guarnieri
George Olsen
Thelma Carpenter
Enric Madriguera
Mildred Bailey
George Paxton
Joan Roberts
Bud Freeman
Jack Leonard
Korn Kobblers
Danny O'Neil
Phil Reagan
De Marco Sisters
Jack Smith
etc. etc. etc.
with more coming
Are You on Our Mailing List?
Write or Phone
ROACH DRIVER CO.
1701 SO. GRAND AVE.
LOS ANGELES 15 RI. 1181

4★ 7177 Louis Prima
THE GYPSY (FT VC)
BABY WON'T YOU PLEASE COME HOME (FT VC)
A duo that will click. First side is a nobby dishing out of a nifty comer for attention on the Hit Parade and Jack Power is ace high on selling the vocals. The old maestro leads off on the revival on the 2nd side and relinquishes the vocals to a mixed group. A bang-up disc.

MUSICRAFT

3★ 347 Harry (The Hipster) Gibson
WHO'S GOING STEADY WITH WHO (V FT)
WHAT'S HIS STORY (V FT)
This rascal has copped attention across the country with his terrific piano and vocal work. At Billy Berg's in Hollywood he's panicked the audiences nightly. His is a facetious style and it seems to click. If you haven't tried a Gibson disc this might be a good one to check on. It isn't as hot as past efforts but it's a good break-in disc.

4★ 15055 Phil Moore Four
OL' MAN RIVER (V FT)
I'VE GOT SIXPENCE (V FT)
Novelty numbers with predominant vocals. First is an original version that will click mainly in race spots. Second side is loaded with entertainment and interest for any type spot. The lads do a bang-up job and the vocal work is outstanding. Can't miss on this one.

NATIONAL

4★ 5011 Dick Thomas
MOANIN' IN THE MORNIN', GRIEVIN' IN THE EVENIN' BLUES (HB V)
I CAN'T GET BACK TOO SOON TO TUCSON (HB V)
It'll be plain hell trying to get the above titles on your strips but it will be worthwhile, if you can. Thomas is still top billing on hillbilly programs for his "Sioux City Sue." This disc is a good follow-up for plenty of entertainment is packed on the two sides. Spot it in your western hillbilly spots only.

4★ 9018 Billy Eckstine
BLUE (FT V)
2ND BALCONY JUMP (FT)
This chap is knocking 'em over with his suave treatment and interpretation of some exceptional originals. His pash piping rates attention and plenty of nickel consideration. Flipover has the Eckstine band off on its own with a mess of hot licks and riffs. Very good in the hot spots; lukewarm in average locations. Plug it in jive joints for a maximum return.

STANDARD

3★ 1002 Standard Symphonietta
BILLET D'AMOUR (Waltz)
PEU A PEU (Waltz)
Beautiful waltzes on the Standard International series. While waltzes have not been too popular on automatics, this spirited pair should command some attention. Good.

3★ 4001 Alfredo Mendez Orch.
RECUERDAME (Bolero)
COMO TE SONABA (Bolero Guajiro)
Two originals by H. Rivera who is featured on the vocals singing in Spanish. Bright numbers that will please in Latin-American spots. The Mendez orchestra handles the arrangements very effectively. Good.

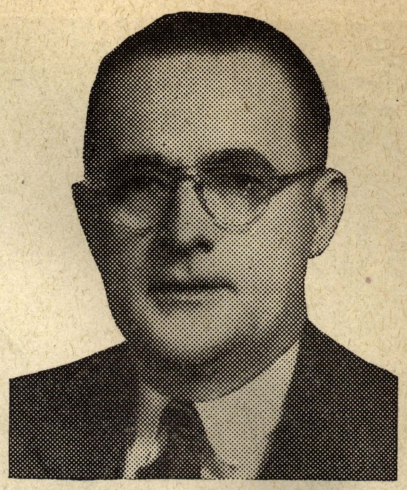
VICTOR

4★ 20-1834 Glenn Miller Orch.
SWING LOW SWEET CHARIOT (FT VC)
I'M HEADIN' FOR CALIFORNIA (FT VC)
Under the leadership of Tex Beneke the band gives re-birth to the style that Glenn Miller made famous on wax. First is a rousing rendition of the Stephen Foster standard and the second is one of Miller's last compositions. Fresh, live style is much in evidence and the disc is solid potential. Very good.

4★ 20-1835 Glenn Miller Orch.
IT COULDN'T BE TRUE! (FT VC)
ONE MORE TOMORROW (FT VC)
A coupling of two charming numbers and the band gives them a deluxe treatment. First side offers an exceptional arrangement of inverted sax and clarinet with Beneke and the Crew Chiefs vocalizing in a pleasing style. Second is a romantic affair featuring strings, reeds and brasses. Very good for automatic use.

3★ 20-1052 Henri Rene
CORNISH RHAPSODY (Parts 1 & 2)
Not designed primarily for automatic phonographs. However, in certain spots this record may prove very profitable. Some exceptional piano work is incorporated. Hear it first.

4★ 25-1055 Henri Rene
THE RAIN POLKA (Inst.)
I YI YIMMINY YI (VC)
The Musette Orchestra does a bang-up job on



Charles H. Parker

Parker Joins Packard

INDIANAPOLIS — Charles H. Parker, former factory superintendent of the Rudolph Wurlitzer Co., has joined the Packard Manufacturing Corp., according to an announcement from Homer E. Capehart, chairman of the board of the Packard firm.

Parker goes directly to Packard from the Wurlitzer company with whom he has been affiliated for the past 12 years.

At Packard, Parker joins the executive staff as assistant general manager in charge of all production. He will have managerial duties at both the Columbia and Niagara Divisions of Packard.

An Ultra-New STANDARD BRANDS offering
RECORD CARRYING CASE
Sturdily Constructed—Lightweight—Compact
Provide each of your route-men with one or more of these handy record carrying cases and eliminate loss due to broken, chipped records.

Reinforced throughout with a carrying capacity of 50 standard size records.
$5.95
Write for Quantity Prices
Badger Sales Company
1612 W. PICO BLVD.
LOS ANGELES 15, CALIFORNIA
All Phones: DR. 4326
Badger Novelty Company
2546 NORTH 30th STREET
MILWAUKEE 10, WISCONSIN
All Phones: KIL. 3030

both of these recordings. Nifty dance numbers that will account for plenty repeats. Second side is the Smorgasbord Song with clever refrain by Johnny Olsen. Get it.

4★ 20-1842 Tommy Dorsey
THERE'S A GOOD BLUES TONIGHT (FT VC)
DON'T BE A BABY, BABY (FT VC)

The Clambake Seven and T. D. are back after an absence of several years and their work on these two numbers will please the swing fans. An authentic blues beat generates into a tantalizing rhythm with Sy Oliver husky-throating the vocals. Mighty fine.

3★ 20-1843 John Ryan
LOOP-DE-LOO (V FT)
AH DEE AH DEE AH (V FT)

This is the chap who used to do the naughties for Musicraft on their Party Records. RCA has cleaned up his repertoire and he does a nice job on this pair of unusual novelties. Mixed chorus backs up. Use it for a program filler only for the titles or artist offer no particular draw at present.

4★ 20-1813 Henry "Red" Allen
DRINK HEARTY (But Stay With Your Party) (FT VC)
THE CRAWL (FT VC)

Far from being a preachment on drinking, this number is highly entertaining and the arrangement is tops. Allen does the vocal in a slow, determined manner. Second side is a fast trot instead of a crawl. Tune bounces along gayly. Okeh for the average spot.

4★ 20-1814 Perry Como
ALL THROUGH THE DAY (V FT)
PRISONER OF LOVE (V FT)

Suave, easy to listen and dance to. Russ Case and his Orchestra do a magnificent job of backing up and plenty of showmanship is displayed on both sides. Numbers are jake for the Como delivery, especially the old Russ Colombo tune on the flipover. Very good for phonos.

3★ 20-1828 Martha Stewart
DAY BY DAY (V FT)
TOMORROW IS FOREVER (V FT)

Especially suited to the smooth and fascinating voice of La Stewart are the two love ballads recorded on this disc. Martha enhances their interest with her delicate shadings. If vocals click with your spots, this one will hold its own.

4★ 20-1829 Freddy Martin
NOW AND FOREVER (FT VC)
BUMBLE BOOGIE (FT)

Martin is back with a number adapted from Tschaikovsky's Sixth Symphony and which is featured in the Howard Hughes production of "The Outlaw". The band does a magnificent job. Second side is an original by Jack Fina and features him at the piano. A truly fine disc for automatic use.

3★ 20-1836 Spike Jones
OLD MacDONALD HAD A FARM (F N)
MOTHER GOOSE MEDLEY (V N)

Not equal to the calibre of past Spike Jones efforts but amusing enough to ride along on the band's popularity and please the paying customers. First side becomes a bit monotonous and the second side is a bit childish for automatics.

4★ 25-1058 Desi Arnaz
WITHOUT YOU (Beguine VC)
CUBAN PETE (Rumba VC)

A new name on Victor and a fine musical organization Arnaz brings to the label. Vocals are shared by Arnaz and Amanda Lane. Arrangements are masterfully produced and the band gives them everything. On the automatics the Rumba on the second side will bring in the major coin. It's a nifty ditty, packed with a lot of appeal. Get this one.

500 Million Discs in '46

NEW YORK—William C. Speed, president of Audio Devices, Inc., recording disc manufacturer, at a recent press luncheon here gave music merchants a shot in the arm with his prediction that a total of 500 million phonograph records will be produced in the U. S. this year.

The speaker also saw a steady improvement in the record materials situation.

Premier Co. Incorporates

NEW YORK—With incorporation of the Premier Music Co., 461 W. 49th Street, the firm is ready to handle remote control music. The firm was formerly a partnership between Nat Schiffman and Deve Lutzker. Schiffman is now president, Lutzker vice-president, and Theodore Blatt secretary-treasurer.

Mr. Operator!

Here's the Record That Actually says...

"HEY, PUT ANOTHER NICKEL IN THE BOX!"

Enoch Light

Continental "Jump" Record No. 1175

"GOT A DATE WITH A DISC"

with PATSY GARRETT, Vocalist

FINISH OF RECORD HAS...

"A SENSATIONAL NOVELTY BREAK DESIGNED STRICTLY FOR YOUR TAKE!"

Near end of Record . . . singing slows down . . second voice breaks in with . . . "HEY, PUT ANOTHER NICKEL IN THE BOX!" . . . record picks up again . . . for SOCK FINISH . . .

BACKED BY "LAUGHING ON THE OUTSIDE" (BALLAD)

HAVE YOU ORDERED No. C-1173

"SOMEBODY'S WALKIN' IN MY DREAMS"

"I'M JUST A LUCKY SO-AND-SO"

Enoch Light and His Orchestra

ORDER TODAY! IMMEDIATE DELIVERY!

CONTINENTAL RECORDS

265 WEST 54th STREET NEW YORK, N. Y.

ORDER DIRECT OR FROM YOUR NEAREST DISTRIBUTOR

WILLIAM B. ALLEN SUPPLY CO.
916-18 N. Claiborne Avenue
New Orleans, La.

MONARCH SALES CO.
210 N. 22nd Street
Birmingham, Ala.

SNI-DOR RADIOELECTRIC, LTD.
455 Craig St. West
Montreal, Quebec

S. R. ROSS
1212 S. State Street
Salt Lake City, Utah

GOODY DISTRIB. CORP.
853 Ninth Avenue
New York, N. Y.

ORIOLE DISTRIB. CO.
512 Pennsylvania Avenue
Baltimore, Md.

J. F. BARD
414 S. Franklin Street
Chicago, Ill.

J. C. BOYLAN CO.
2220 W. Superior Viaduct
Cleveland, Ohio

HARD TO GET PARTS

Satisfaction Guaranteed or Your Money Back

Wurlitzer Turntable Bushings (Brass). Each.....$1.00

Wurlitzer Main Fibre Gears. Each..... 3.95

Title Strip Holders or Program Tins. Each ..... .10

Star Wheels. Each..... .35

Star Wheel Pins or Dumbells. Each..... .35

Shielded Wire for Tone Arm. Per Ft. 8c; 15 ft..... .75

Micro Switches, Red and Green on Same Switch; connect leads to whichever color you want—only one switch to stock. Perfect for all Rock-Olas and Wurlitzers. Ea. $1.15; Per Dozen.....$12.00

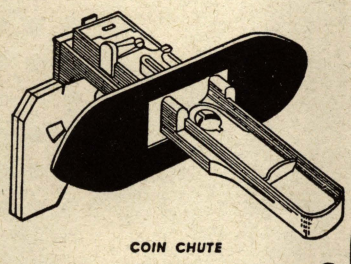
Brand New, Original B-2 Crystal Pick Ups (Black Type) for Rock-Ola and Mills, Ea. $3.25; Per Dozen..... 36.00

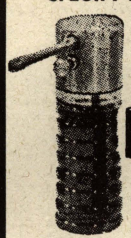
Wurlitzer Magazine Switch Box Assemblies, Complete with Cover for 412, 616, 24A, 600A, 500. SPECIFY MODEL. Ea. 9.95

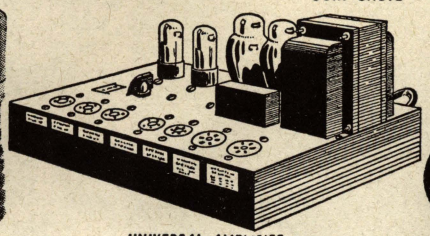
VOLUME CONTROL KEY

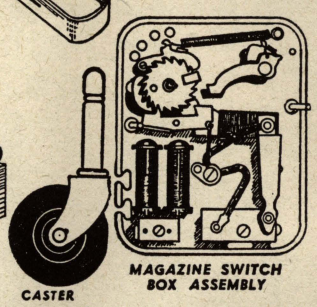
NEEDLE SCREW

TRIP DOWN WIRE


COIN CHUTE


OILER


UNIVERSAL AMPLIFIER


CASTER

MAGAZINE SWITCH BOX ASSEMBLY

Wurlitzer Needle Screws, Case Hardened. Per Doz.....$ 1.50

Seeburg Needle Screws, Long, Short, Specify. Per Doz..... 1.50

Casters, Standard Wur. Size. Set of 4.... 1.35

Casters, Large Size. Fit any Phonograph. Set of 4..... 1.65

Wurlitzer Trip Down Wire. Ea..... .40

Volume Control Keys, Polished. Ea. 5c; Per 100 ..... 4.50

Brand New Coin Chute Assemblies, single coin only, to replace entire 3 Coin Chute Assemblies on 412 and 616. Complete. Ea. 11.95

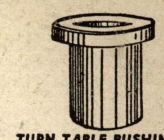
"Lifetime" Pressure Oiler, a coin machine operator's "Must". Ea..... 2.95

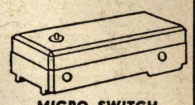
Universal Amplifiers—Ask the Operator who owns one. Model A fits all Wurlitzer models, all Rock-Olas, all Seeburgs except Hi-Tone. Complete with tubes. Ea..... 54.50

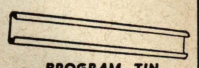
Model B fits all Wurlitzers, all Rock-Olas and all Seeburgs including Hi-Tones. Complete with tubes. Ea..... 74.50

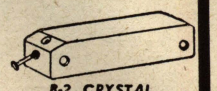
JOBBERS and DISTRIBUTORS
Write for Quantity Prices
½ Certified Deposit Must Accompany All Orders

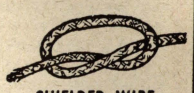
HEATH
DISTRIBUTING COMPANY
217 Third Street, MACON, GEORGIA
Phone — 2681


TURN TABLE BUSHING

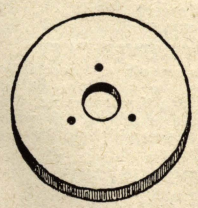

MICRO SWITCH

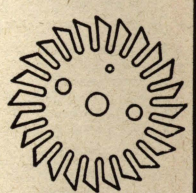

PROGRAM TIN "TITLE STRIP HOLDER"


B-2 CRYSTAL PICK UP

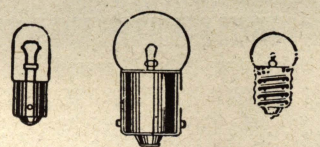

SHIELDED WIRE

STAR WHEEL PIN


MAIN FIBRE GEAR


STAR WHEEL

STANDARD BRANDS



MAZDA MINIATURE BULBS

A size and type to meet every operating need.

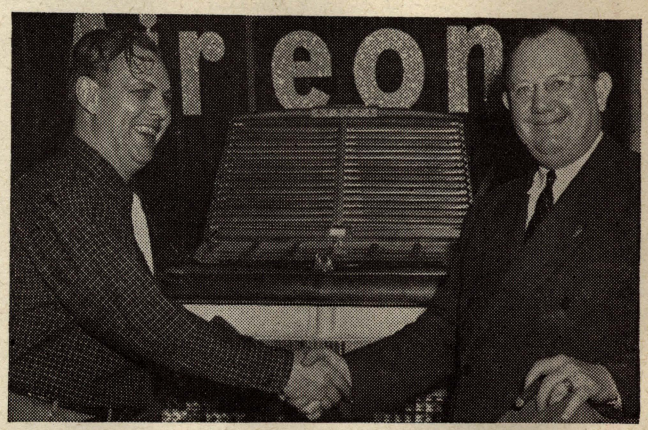
Lamp No.	Base	Amps	Box (10)	Per 100
40	Screw	0.15	55c	$4.95
44	Bay.	0.25	55c	4.95
46	Screw	0.25	65c	5.75
47	Bay.	0.15	65c	5.75
50	Screw	1 C.P.	65c	5.75
51	Bay.	1 C.P.	50c	4.50
55	Bay.	2 C.P.	50c	4.50
63	Bay.	3 C.P.	55c	4.95
1129	Bay.	21 C.P.	$1.50	.....
1456	Bay.	.025	65c	5.75
27 & 28 v.,	Bay.	.....	2.25	.....
1183	Bay.	50 C.P.	65c each.	

1489 Ray Gun Bulbs, $1.00 each.

Badger Sales Co.
1612 W. Pico Blvd.
Los Angeles 15, Cal.
All Phones: DR. 4326

Badger Novelty Co.
2546 N. 30th Street
Milwaukee 10, Wis.
All Phones: Kil. 3030

One of the prominent visitors to the Jack Gutshall Distributing Co. on "A" Day was Homer E. Capehart who is shown shaking hands with Jack and congratulating him on the marvelous party.



Loranium Needle Distrib.

NEW YORK—Apollo Records Distributing Co. has been appointed distributors for Microtone's Loranium coin machine needle, E. B. Murphy, president of the Microtone Co., Stamford, Conn., announces.

Employing an alloy tip said to be superior to osmium in record wear, long life and frequency response, the new needle has recently been re-designed for the new precision automatic phonographs—such as Wurlitzer, Seeburg, AMI, Rock-Ola and others—as well as for the older machines.

Murphy said that during the war Microtone shipped more than 100 million needles to the armed forces and won the Navy Certificate of Achievement.

Voice of the People

NEW YORK—A novel coin machine was invented earlier this century by a young Italian, Eugene Boggiano, to do away with drama critics. Machine was installed in a theater in Rome and worked with a penny. The audience indicated their opinion of the play on metal discs, which were dropped into the machine.

Revived in this country, the machine might do something about baseball umpires.

Boston Sales Agency, Inc.

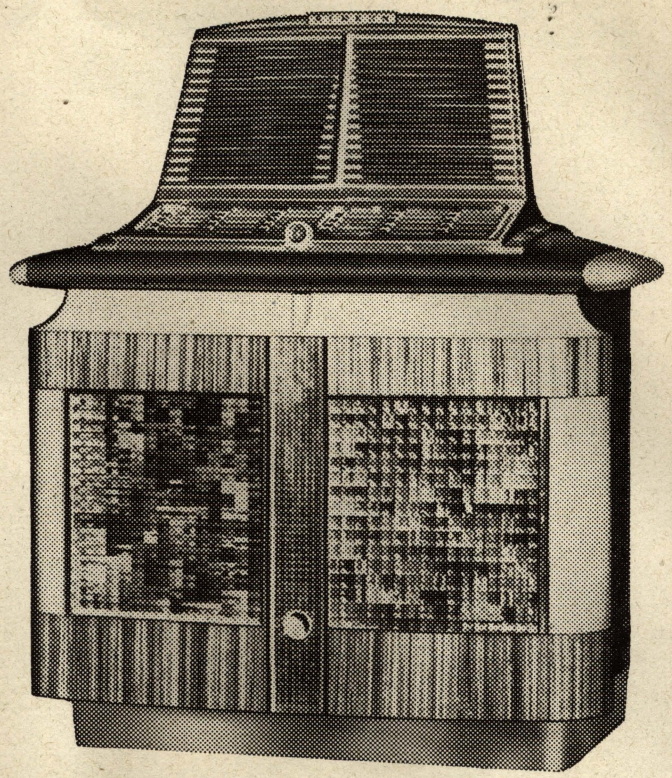
BOSTON—Effective April 2, the Boston Sales Agency, Inc., will operate its vending machine division as the Automat Sales Service, at 83 Washington St., Brookline Village 46, Mass. Both businesses will be conducted at the new address. There is no change in management.

New Bulk Vendor

LOS ANGELES—Los Angeles Manufacturers has announced completion of a new bulk vending machine. The machine, a 5-cent vendor, has a plain push and pull mechanism.

Be Wise and Capitalize

with Aireon



The greatest money-making coin operated phonograph ever offered the operator.

Only AIREON ELECTRONIC PHONOGRAPHS give you these exclusive, true fidelity features, never before matched in any other coin operated phonograph.

- Striking and distinctive, ultra-modern cabinet—designed by Raymond Loewy, internationally famous industrial designer, "TOPS IN PLAY APPEAL."
- Sensationally new "tonal arch" tailors music to each location, regardless of shape or size.
- Parabolic "tone flooding" eliminates "dead spots" in location.
- Exclusive AIREON "distortion discriminator" automatically controls volume—increasing as location becomes crowded, and vice versa.
- Unique power-saving device automatically reduces current consumption when phonograph is idle, saves wear on tubes and component parts.
- Built to match frequency range of today's records—extra sounds, scratches, etc., are eliminated.
- Radically improved record handling—no sagging trays, no grabbing of records.
- Free-flowing movement of records under positive control insures fidelity of tempo, smooth constant action.
- Rim drive turntable, exactly like those used by major radio stations for electronic transcriptions — eliminate motor hum and gear noises.
- All AIREON parts are interchangeable, 50% less moving parts than any other type coin-operated phonograph made.
- Faster record changer—insuring more plays per hour—18% more potential income.
- Transmission and receiving assembly same as used in airlines and radio stations.
- AIREON amplification equipment is "Climatized,"— prevents fungi growth, salt erosion, heat, cold or humidity damage.

IS IT ANY WONDER THAT THE SMART OPERATORS ARE SAYING . . . *FROM NOW ON . . . AIREON!*

All These and Many More Money Making Advantages Are Yours as the Operators of Ultra-Modern Aireon Electronic Phonographs.

THE ONLY WHOLESALE PHONOGRAPH JOBBING FIRM LOCATED ON THE EAST SIDE OF LOS ANGELES.

NAVARRO DISTRIBUTING COMPANY

Aireon Distributors for Los Angeles, San Bernardino, Orange, Riverside, San Diego and Imperial Counties

M. E. THIEDE, *General Sales Manager*

3706 Whittier Blvd. (ANgelus 5156) Los Angeles 23, Calif.

IN MEXICO

CASA NAVARRO

DISTRIBUIDOR EXCLUSIVO de AIREON

Aquiles Serdan No. 55 Mexico, D. F.

Telefones: L2252 y 111709

YOUR RECORD HEADQUARTERS

We Are Exclusive National Distributors of

EXCLUSIVE **EXCELSIOR**

GILT EDGE **G and G**

MODERN **RHYTHM**

Records

IF IT'S GOOD—YOU CAN BE SURE IT IS ON ONE OF OUR LABELS

●

WRITE FOR SENSATIONAL NEW RELEASES

●

JACK GUTSHALL DISTRIBUTING CO.

1872 W. Washington Blvd.
LOS ANGELES

316 Sixth St.
SAN FRANCISCO

REVIEW MUSICAL POPULARITY POLL

APRIL, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. You Won't Be Satisfied Until You Break My Heart
   Les Brown—Columbia
   Perry Como—Victor
2. Oh! What It Seemed To Be
   Frankie Carle—Columbia
   Frank Sinatra—Columbia
   George Paxton—Majestic
3. Personality
   Johnny Mercer—Capitol
   Dinah Shore—Columbia
4. One-zy, Two-zy
   Freddy Martin—Victor
   Phil Harris—ARA
5. Shoo-Fly Pie and Apple Pan Dowdy
   Stan Kenton—Capitol
   Dinah Shore—Columbia
6. Sioux City Sue
   Bing Crosby—Decca
   Jimmy Walker—Coast
7. Seems Like Old Times
   Vaughn Monroe—Victor
   Kate Smith—Columbia
8. Doctor, Lawyer, Indian Chief
   Betty Hutton—Capitol
   Hoagy Carmichael—ARA
9. Atlanta, G. A.
   Sammy Kaye—Victor
   Woody Herman—Columbia
10. Prisoner of Love
    Perry Como—Victor
    Dick Thomas—National

On Radio—

1. Oh! What It Seemed To Be
2. One-zy, Two-zy
3. Shoo-Fly Pie and Apple Pan Dowdy
4. Personality
5. Prisoner of Love
6. Laughing on the Outside
7. You Won't Be Satisfied Until You Break My Heart
8. Day by Day
9. I'm A Big Girl Now
10. Atlanta, G. A.

Best Selling Sheet Music—

1. One-zy, Two-zy
2. Oh! What It Seemed To Be
3. Personality
4. Some Sunday Morning
5. You Won't Be Satisfied Until You Break My Heart
6. Sioux City Sue
7. Day by Day
8. I'm Always Chasing Rainbows
9. Shoo-Fly Pie and Apple Pan Dowdy
10. Laughing On the Outside

Best Selling Records—

1. Oh! What It Seemed To Be (Frankie Carle) Columbia 36892
2. Prisoner Of Love (Perry Como) Victor 20-1814
3. Personality (Johnny Mercer) Capitol 230
4. You Won't Be Satisfied Until You Break My Heart (Les Brown) Columbia 36884
5. Doctor, Lawyer, Indian Chief (Betty Hutton) Capitol 220
6. One-zy, Two-zy (Freddy Martin) Victor 20-1826
7. Shoo-Fly Pie and Apple Pan Dowdy (Dinah Shore) Columbia 36943
8. Sioux City Sue (Bing Crosby) Decca 23508
9. I'm Always Chasing Rainbows (Perry Como) Victor 20-1788
10. Oh! What It Seemed To Be (Frank Sinatra) Columbia 36905

On Wired Music—

1. Oh! What It Seemed To Be
2. Personality
3. One-zy, Two-zy
4. You Won't Be Satisfied Until You Break My Heart
5. Shoo-Fly Pie and Apple Pan Dowdy
6. Prisoner of Love
7. Sioux City Sue
8. Seems Like Old Times
9. Atlanta, G. A.
10. I'm A Big Girl Now

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. You Will Have To Pay (Tex Ritter)
2. Make Room In Your Heart For A Friend (Wylie Walker and Gene Sullivan)
3. Silver Dew On the Blue Grass Tonight (Bob Wills)
4. No One Will Ever Know (Roy Acuff)
5. Detour (Spade Cooley)

Keep 'Em Playing

Your old machines will have to hold your locations during the months of shortages that lie ahead. We can keep them in top working condition, and give them the "shot in the innards" that will give uninterrupted play. Bring them in today.

We can convert your Victory Derbys to combination cash and free play.

OPERATORS SERVICE
(Jimmie Rutter)
2307 W. Pico, Los Angeles 6
DR. 5015

JACK NELSON DOUBLE-POINT PHONO NEEDLES
10,000 Plays Per Needle

Each point gives up to 5,000 plays, and can be reversed, giving 10,000 plays.
75 Cents Per Needle
Special Price on Quantity Lots

●

Complete line operators' supplies, fuses, light globes, tubes, Aeropoint needles.

●

We also service music machines for operators temporarily out of town.

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345
1813 W. PICO BLVD. **LOS ANGELES 6, CALIFORNIA**

6. Have I Told You Lately That I Love You (Gene Autry)
7. You Can't Break the Chains of Love (Jimmie Wakeley)
8. Careless Darlin' (Ernest Tubbs)
9. Wave To Me, My Lady (Elton Britt)
10. Sioux City Sue (Dick Thomas)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. Heh, Boba Lee Bob (Louis Jordan) Decca
2. Reconversion Blues (Louis Jordan) Decca
3. Don't Worry 'Bout That Mule (Louis Jordan) Decca
4. Gotta Right To Cry (Joe Liggins) Exclusive
5. Voo It, Voo It (Blue Woman) Juke Box
6. Driftin' Blues (Johnny Moore) Philo
7. Don't Be A Baby, Baby (Mills Brothers) Decca
8. Frim Fram Sauce (Ella Fitzgerald-Louis Armstrong) Decca
9. Salt Pork, West Virginia (Louis Jordan) Decca
10. E Bob-A-Lee-Bob (Flennoy Trio) Excelsior

Production Doubled

NEW YORK—Interest in coin-operated radios is running high. George Trad of Tradio Co. announces arrangements to double production of his company's specially designed set.

New Book Vendor

NEW YORK—Irving and Milton Goldstein have designed a coin-operated machine for vending 25-cent, pocket-size books. Their company, the Automatic Book Vending Co., is working on production plans.

Barber, Prock, Back

DALLAS—Back at his desk after an illness of five weeks, Sales Manager J. Fred Barber of the General Distributing Co. says he is going through almost as much grief trying to fill orders for merchandise that "just ain't" as he did having an operation in the hospital. Just about the time Barber got back George Prock returned from a trip to New Orleans.

To Resume Manufacture

DETROIT—Sanitex Co. is planning to manufacture additional parts for their vendors. According to Bryan Kamhout, head of the company, the elimination of dependency on subcontracting plants will assure continuous supply for their customers.

COAST SPECIALS

OPA Ceiling Price 45c Wholesale Plus Fed. Tax

223 { I'LL STEP ASIDE / I'M TIRED OF LIVING A LIE

IDAHO CALL
AND HIS SUN VALLEY COWBOYS

224 { TEAR STAINS ON YOUR LETTER / OH! WHY?

JIMMY (DETOUR) WALKER
AND HIS WESTERN STARS

SWEEPING THE COUNTRY
A DOUBLE FEATURE

2016 { SIOUX CITY SUE / DETOUR

2 HIT TUNES BY THE NEW
STAR OF HILL BILLY MUSIC

JIMMY WALKER

PEERLESS DISCOS

OPA Ceiling Price 60c Wholesale Plus Fed. Tax

2230 { Nochecita—Bolero / Juntos—Bolero

EDUARDO ALEXANDER
ORQUESTA DE ABEL DOMINGUEZ

2239 { Humo en Los Ojos—Bolero / Alma Libre—Bolero

MARIO ALBERTO RODRIGUEZ
CON ORQUESTA

2254 { Traicionera—Cancion / Hasta la Pregunta es Necia—Cancion

MARTIN Y MARTITA CON MARIACHI

2260 { Eso es Amor—Bolero / A Mano Con la Vida

GABY DALTAS CON ORQUESTA

2279 { Diez Anos—Bolero / Cosas Bonita—Bolero

EDUARDO ALEXANDER
CON ORQUESTA

SEND FOR COMPLETE CATALOGUE

COAST RECORD MANUFACTURING CO.

1511 W. PICO BLVD.
2534 W. PICO BLVD.
EX. 3404—FE. 1171
LOS ANGELES 15, CAL.

THERE IS NO SUBSTITUTE FOR EXPERIENCE!

. . . tried and proven in thousands of installations for the past five years . . . produced by one of the country's largest and most responsible manufacturers.

PHONETTE

MULTIPLE PROFITS *and* LOWEST INVESTMENT PER LOCATION

PERSONAL MUSIC
6 MINUTES OF CONTINUOUS MUSIC
The Equivalent of Two Complete Records
5c THIS MACHINE CAN BE HEARD IN YOUR IMMEDIATE AREA ONLY 5c
-PHONETTE-

OPERATES OVER LEASED TELEPHONE LINES *or* HIDE-AWAY MECHANISM

MEASURED MUSIC

NOW AVAILABLE THROUGH

Exclusive California Distributors

Northern California
HARVEY W. PAIGE
Maestro Music Co. of San Francisco
221 Chronicle Building
San Francisco 3, California

Southern California
H. A. (Hum) BROCKAMP
Maestro Music Co.
357 South Hill Street
Los Angeles 13, California

Southern California
NELS NELSON
2329 West Pico Blvd.
Los Angeles 6, California

SOON! The Sensational New Maestro Wired Music Phonograph!

Watch for Announcement!

MEASURED MUSIC*MEANS MULTIPLE PROFITS *MEASURED MUSIC*MEANS MULTIPLE PROFITS

*MEASURED MUSIC*MEANS MULTIPLE PROFITS

SENSATIONAL!

PERSONAL MUSIC
6 MINUTES OF CONTINUOUS MUSIC
The Equivalent of Two Complete Records
5c THIS MACHINE CAN BE HEARD IN YOUR IMMEDIATE AREA ONLY 5c
PHONETTE

COIN MACHINE REVIEW 73 FOR MAY 1946

MEASURED MUSIC

The Music System with the tremendous "TAKE" that you have been waiting for.

Our present *MEASURED MUSIC* routes of 5¢ machines are averaging over $40.00 PER WEEK PER STOP.

Our present *MEASURED MUSIC* routes of 1¢ machines are averaging over $20.00 PER WEEK PER STOP.

COMPARE these figures with your present route average.

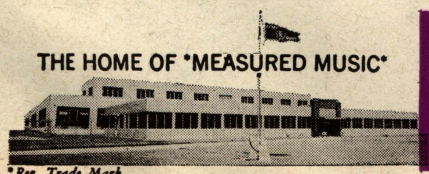
COMPARE our low investment per stop with your present set-up.

—and then Brother!

phone - - Bigelow 8-2200

SHIPMENTS ARE BEING MADE DAILY

THE HOME OF *MEASURED MUSIC*



*Reg. Trade Mark

PERSONAL MUSIC
CORPORATION

P. O. Box 720, U. S. Highway No. 1, Newark, New Jersey

MEASURED MUSIC*MEANS MULTIPLE PROFITS *MEASURED MUSIC MEANS MULTIPLE PROFITS

What's Going on? in the UNITED STATES

Boston

Ed Ravreby, owner of Associated Amusements, Inc., says that comments from operators are very favorable about the new Pre-Flight Trainers now on display, and it appears that these Trainers will be in operation in great numbers throughout New England and will prove a good money-maker at beach resorts, carnivals and parks. "My personal opinion is that operators now have another machine which they can depend upon for permanent earnings. Business has been very much on the hustle and we have just added two more men to the staff. They are Irving Etkind, college graduate and technical engineer, and Isadore Barenboin, route salesman. We are also featuring radios and portable phonographs for the home. Operators are interested in buying these for re-sale purposes and have found that they make very good additions to their line of business. There has been a tendency on the part of new men, particularly discharged service men, to get into the coin machine business.

"Mills Industries, Inc., is coming out with a new cigarette machine that will revolutionize the industry, and Associated Amusements will be the exclusive distributors. The new Mills Phonograph will be out very soon and operators will find that this will be the most outstanding phonograph in the industry.

"The new Supreme Court decision on pin-games," Raverby comments, "should open up closed territory where pin-games were ordered removed en masse because of a personal contention on the part of any city or town Government. As this decision has proved, local legislation, unless taken to the Supreme Court, has no value where there is already existing State or Federal legislation covering the same. There cannot be such a thing as dual authority." If anyone in the United States could benefit by this decision and would like a copy of it, Ravreby would gladly forward a copy to them.

Since the warmer weather has arrived, there has been a great demand for pin-games and used music machines. Comments on music, coming from the New England operators establishes the general opinion that before buying any new phonographs, operators prefer to see samples of all manufacturers.

Recent visitors in town include: Louis Taube, Manchester, N. H.; the Asack boys from Bridgewater, Mass.; Archie Liversidge, Lawrence, Mass.; J. B. Poirier, Roxbury, Mass.; Pierce from Pawtucket, R. I.; Harold Kaplan, Springfield, Mass; H. M. Feinstein, Providence, R. I.; Jack Mitnick, New York; Ben Simons, Providence; Spector Brothers, Old Orchard Beach, Me.; Leo Glosband and Martin Oliver, Portland, Me.; Robert Williams, Shrewsbury, Mass.; the Gloslin boys, Champion Mfg. Co., Lynn, Mass.; Dr. Nadeau, Fort Kent, Me.

As for New York, the gin-rummy battle has been raging. The players: Mike Munves, Ed Ravreby, Phil Gould and Charlie Polgaar at Ravreby's apartment at the Astor Hotel. The kibitzers: Jack Mitnick, Cy Rosenberg, Charlie Aaronson, Jack Zemler and Herb Haff, manager of Ed Ravreby's Playland Arcade, have been regular attendants.

The Greene Distributing Co. will remove shortly to their new show rooms. The building is under repairs at the present time and the company will be ready for a grand opening soon and the new Aireon Electronic Phonograph will be displayed in larger quarters than at their present address. The company will have a first class service department, headed by Arnold H. Greene, according to Joseph Greene.

Ben D. Palastrant, Eastern territory regional sales manager for Aireon, says he

GOOD NEWS . . . MUSIC OPERATORS

Charge to the account of _____ $_____

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	ORDINARY
DAY LETTER	URGENT RATE
SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

Patrons should check class of service desired, otherwise the message will be transmitted as a telegram or ordinary cablegram.

WESTERN UNION 1206-B

CHECK

ACCOUNTING INFORMATION

TIME FILED

R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

INDIANAPOLIS, INDIANA
APRIL 8, 1946

CHARLES E. WASHBURN
REGIONAL SALES MANAGER.
CALIFORNIA, ARIZONA, NEVADA
1511-13 W. PICO BLVD.
LOS ANGELES, CALIFORNIA

I AM HAPPY TO ANNOUNCE WE WILL BEGIN SHIPMENT OF

PACKARD PLA-MOR PHONOGRAPHS IN JUNE

HOMER E. CAPEHART

Come In Today!

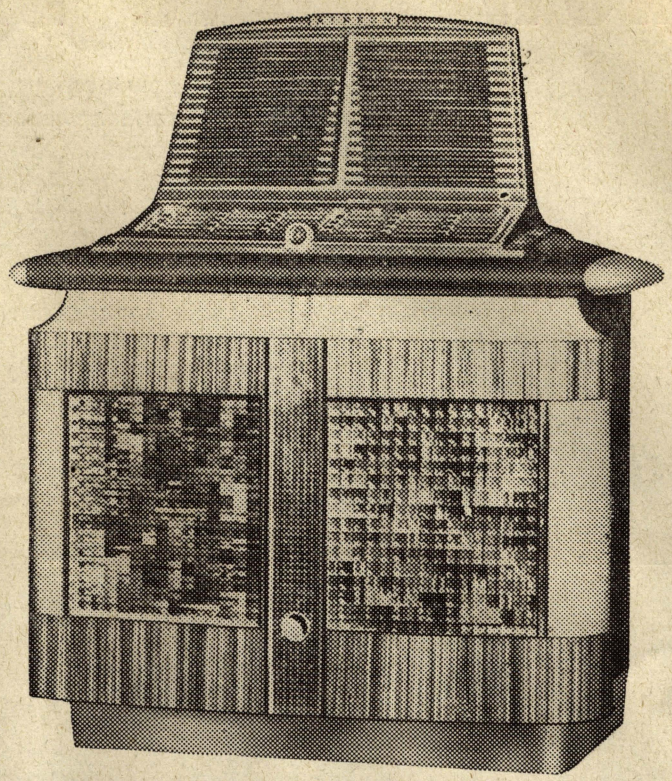
PLA-MOR DISTRIBUTING CO.

1511 West Pico Blvd. EX. 3404—FE. 1171 Los Angeles 15, Calif.

FOR BETTER PLAY . . . FOR BETTER PAY

BUY Tomorrow's Phonograph TODAY

AIREON
ELECTRONIC PHONOGRAPH



Never have operators so enthusiastically accepted a music machine as they have the new AIREON Electronic Phonograph. The reasons: AIREON gives quicker pick of records and faster play, returning more pay-plays per hour; and AIREON has 50% fewer moving parts, eliminating 90% of breakdown trouble. This means more plays per record, less service time per phonograph, more profits for music operators. Don't buy any other machine until you've seen and heard this sensational phonograph and examined its scientific "swing-free" mechanism. Operators everywhere are saying: "From Now On—It's AIREON!"

OSBORN DISTRIBUTING CO.

63 Page Street, San Francisco 2, Cal.

is flooded with orders for the new Phonograph and Wall Box equipment. He is doing the best he can to meet the marvelous reception.

The Redd Distributing Co. is removing from 26 Brighton Avenue, Boston 34, to 130 Lincoln Street, Brighton, Mass.

The King Distributing Corp. is doing very well in its first year of business, says Charles A. di Sabatino, treasurer of the company. They have been able to supply the demands of operators. New machines are arriving daily. The staff is being increased to better serve the industry. The corporation is cooperating 100 per cent with Coin Machines Industries, Inc., in their public relations program.

Charlie di Sabatino is wearing all smiles these days. It is a boy, eight pounds, two and one-half ounces, born at the New England Sanatarium, Stoneham, Mass. Mrs. di Sabatino and son are doing nicely.

The Beverage Dispensers of Boston, Inc., are expecting many test machines of new types, says President Williams, of that company. Mr. Williams feels that the future of the automatic merchandising field in general is very good.

The Owl Mint Machine Co., is removing from 245 Columbus Avenue to more commodious quarters at 26 Brighton avenue, Boston 34.

C. Frederic Wellington

Philadelphia

Operator George Workman has been elected to the Board of Directors of the Phonograph Operators Association of Eastern Pennsylvania and New Jersey succeeding William King who recently resigned due to the pressure of personal business . . . Two new members of this highly influential trade group are William J. Stein and Chas. L. Fean, partners of the Penn Jersey Distributing Co . . . Ex-G.I. James O'Brien, business manager of the Phono Ops Group, has made a very fine impression on the membership and earned their praise for his sincerity and hard work. Although not particularly familiar with the phono trade at the time he assumed the post of managing the Association affairs recently, O'Brien has rapidly caught on to his task and is doing a highly creditable bit of work . . . Pat Powers of the Hickey Murphey Co., Inc., talked to the trade recently about a new poster plan for music machines . . .

Members of the Tax Committee of the Phonograph Operators Ass'n are: Charles F. Hannum, Chairman; Louis Klein and Herman Scott . . . The operators of this territory deserve commendation for their efforts to give job-training to returning servicemen who desire to enter the coin-machine business. Efforts to aid the boys with the ruptured ducks in their lapels have been excellent.

The hit records have really been pouring out in great succession recently. Newest band to show indications of really climbing "up there" is the Glenn Miller band with Tex Beneke which had a smash success during its recent stay. Charlie Spivak aided his record popularity in his week's stay during which he made a personal appearance at one-time operator Maurice Finkel's popular record shop. The Victor record month was just about completed when Sammy Kaye rolled into town with his "Swing and Sway" band following up Spivak and the Miller band.

Rosen's latest returning vet is chubby, broad-shouldered Eddie Hughes who returned from the Marines as a Tech-sergeant, took three days vacation and decided he liked civilian life enough to stay, so returned to his old job of taking good care of the music machine lads in the State of Delaware, Delaware county and that area. Dave Carmosin, another well-known lad to the trade, also returned but he will become a general line salesman for the distributing house instead of serving as assistant advertising manager under Harry Bortnick as he had before leaving for the Army almost 4 years ago.

Eddie Heller, old time record sales promotion man for Abe Lyman and others, seems to be doing very well as national sales manager for the Cosmos record company. He appears quite prosperous in his local appearances as squire for that pretty gal from Scott-Crosse, his company's local record distributor . . . Sidney Pastner, the Victor record man, also appears to be doing well since returning from service and getting married. He's moving into a swanky new apartment soon . . .

Pinball news is scarce around here, due mostly to unpleasant rumors of possible future activities by restrictive forces in this area. Even the operators are resting on their laurels and not acting very important recently.

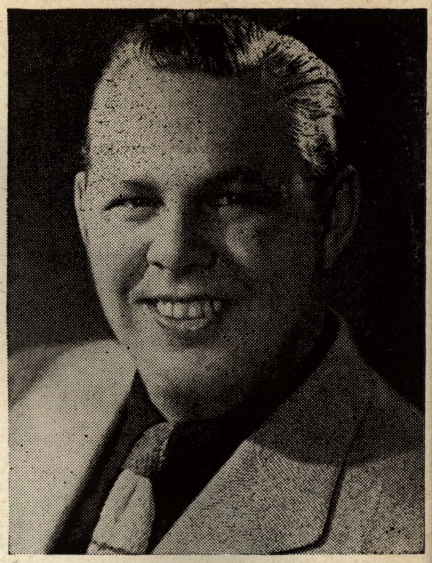
St. Louis

St. Louis phonograph operators received a rude setback with the recent decision of the Missouri Tavern Owner's Association to close up alternate days in the week in view of the serious beer shortage. Play, naturally, in phonograph locations has dropped sharply with no customers on hand dropping nickels in the slot.

Prior to the decision play was down

(Continued on Page 77)

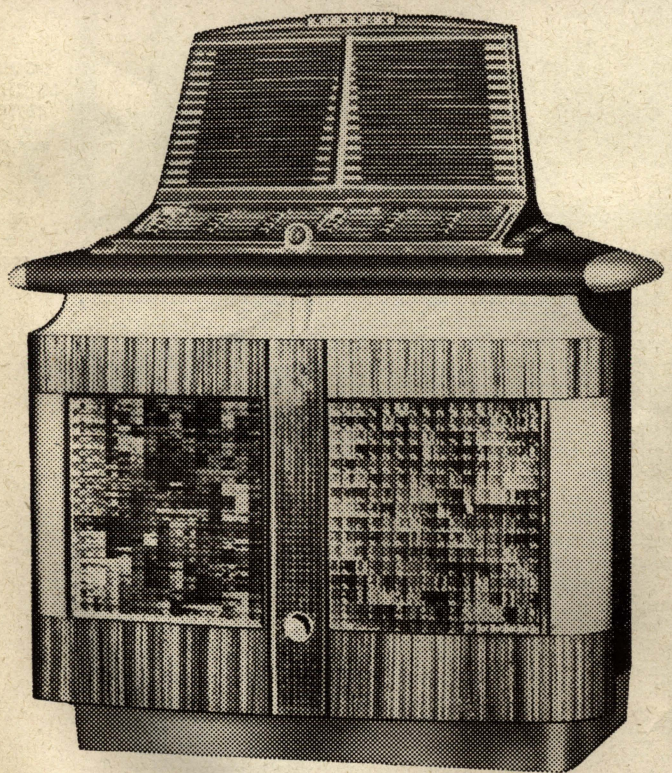
The Caviar - - -
IS NOW BEING SERVED



YESSIR, the Caviar is now coming through . . . and, of course, we refer to the brand new and drastically different AIREON Electronic Phonograph. Our first shipments arrive the end of April and from then on we'll have carloads on regular schedules. The deluxe instrument of the year is headed this way. We'll apportion our first instruments fairly and evenly in keeping with our established policy. But get on the gravy-train now for those subsequent shipments. Come in today.

Jack Gutshall

Here Is Operating Success For the Years Ahead



Aireon

ELECTRONIC PHONOGRAPH

AIREON Electronic Phonographs and remote control equipment open a new profit era for music operators—an age of greater play appeal through electronic beauty and tone . . . an age of quicker, easier servicing and continuous trouble-free performance . . . of lower operating costs and higher profit levels. The servicing of Aireon's radically improved changer is faster and easier. Service troubles have been largely eliminated by replacing nearly half the moving parts with electronic impulses, so simple and fool-proof that no special skill is required by servicemen. Your serviceman can handle far more locations with Aireon—Swing out the Aireon Swing-Free Mechanism, a quick change of records, a reading of the positive money register which totals wall boxes as well as machine deposits—and be on his way, in a fraction of the usual time. Top play in every location is assured by the accurate register of individual record performance—no "dead discs"—no arguments.

We Invite You To Spend 10 Minutes Investigating Aireon and You, Too, Will Say - -

FROM NOW ON . . . . . AIREON!

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD. (ROchester 2103) LOS ANGELES 7, CALIF.

from 20 to 50% in most tavern locations as many closed up early, or traffic fell off due to the lack of beer as the principal attraction. The beer shortage is directly traceable to the strict rationing of grain and shipment of millions of bushels overseas, according to Lou Morris of Morris Novelty Co. Some 2500 taverns in the Greater St. Louis area are concerned, few of them able to serve beer for more than an hour or two nightly. Worried operators are moving phonographs up to more prominent positions in taverns, and changing records twice a week instead of once—"merchandising" more aggressively to keep play up to normal in spite of fewer hours.

Many St. Louis operators attended the meeting and show held by Northwestern Corp. at Morris, Illinois in late March. Carl Trippe of Ideal Novelty Co. drove several friends and customers to the affair, which included a banquet, smoker, and a look at Northwestern's postwar equipment soon to be on order.

Jack Rosenfeld, back from military service, has opened up a Bally distributorship on Market St. One of the youngest distributors appointed in the St. Louis area, Jack nevertheless has been well seasoned by ten years in all phases of the coin machine industry. Before getting under way he made a personal survey of all locations in downtown St. Louis, with a view toward understanding operator's personal problems and building his distributing business around them. More service, quicker delivery and a larger choice of machines will be the answer.

Bill Betz has moved the veteran W. B. Novelty Co. to a handsome new shop on Market St., more convenient to most downtown and midtown operators. The Betz service shops are running far into the night on repair work which staves off "dead locations" until new equipment is available. Machines which long ago might have been consigned to the graveyard are still getting heavy play as a result.

Similarly, J. S. Morris Novelty Co. is busily constructing a new building on Delmar Blvd., to do away with the "Fibber McGee closet atmosphere" which existed in the old headquarters. Jammed to the roof for many years, J. S. Morris has laid out plans for the new building to permit plenty of later expansion, including more showrooms, storage space, and conveniences for operator customers. The "grab a better place" spirit seems to have absorbed most St. Louis distributors, who almost without exception found their facilities inadequate during the war.

Chortling with glee is operator Bill Offerman of East St. Louis, who recently got in a shipment of 25 new Rock-Olas for his 20th Century Novelty Operating Co. Now one of eastern Illinois' top operators, Bill got the machines into his music starved locations in a matter of a few hours after uncrating them. These include several East St. Louis night clubs, hotels, and cocktail lounges. Bill likewise is the kingpin in the cigarette vending field. In March he finished buying up most of the routes in East St. Louis, and topped this off by purchasing a wholesale tobacco house which he will operate in conjunction with automatic cigarette vending. "I don't sleep much," Bill confessed.

Ideal Novelty Co.'s Art Paule has returned from the wars, after nearly five years in a middy, to reopen the punchboard and premium department on the mezzanine balcony at Ideal Novelty. Many old timers remember Art's full-time romance with his secretary, Selma, who presented him with a baby girl shortly before he went into service. Marriage takes too much time to return to the office, so Selma won't appear at Ideal's punchboard salesdesk, Art reports.

Whitey Lehmkuhl, old-timer in all stages of coin machine operation, is trying his hand at jobbing, after taking on Mills distributorship for the St. Louis area. Formerly distributed by Olive Novelty Co., the Mills phonograph made a lot of headway in St. Louis in recent years, and Whitey is counting on plenty of business in repair and sales.

A new coin machine group, in which will be included the memberships of both the former Missouri Pinball Operator's Association and the Associated Phonograph Owners of St. Louis, is in the offing here. Although the phonograph association kept together in a rudimentary fashion through the war, both groups have actually been hors de combat for years. Merging them into one unit, with regularly scheduled dinner meetings and outings, will promote better relationships and better understanding, according to Lou Morris, head of the phonograph association. "We'll talk tax problems, operation, repair services, prices, etc., in open forum style," Lou explained, "and keep the emphasis on business rather than play in the group being formed." A potential meeting is scheduled for late May or early June, when the problem of dovetailing pinball and phonograph operator's problems will be taken up.

Dale Riemer of Missouri Tavern Supply Co. was welcomed back to work after an emergency appendectomy rushed him off to the hospital. A bit pale and thin, Dale stuck his usual cigar back in his mouth and dug into a paper-laden desk the third day after sitting up.

Robert Latimer

Fort Worth

The usual warm weather shortage of supplies has hit the local cafe and restaurant trade, and all Fort Worth operators have felt the let down in coin machine business. Local operators report business off as much as twenty-five per cent from the recent months of unusually good business. Beer shortage and short supply of meats and other restaurant commodities has caused Fort Worth restaurant operators to cut their serving hours and many of them are now closing one day a week because of the scarcity of supplies. Despite the downward trend in volume, operators are enjoying a very nice gross take.

New equipment is still in the offing. Most operators have received as much as one sample machine in marble tables and a few slots. A goodly number of ops have received one new phonograph. In the meantime the demand for new equipment continues to pile up and some day business is really going to be good for the coin machine manufacturer who gets in position to make deliveries.

Captain Homer Hightower, son of I. D. (Big High) Hightower, has recently been discharged from the U. S. Air Corps. Homer will be associated with his father in the H & H Sales Co. The firm has just received its charter from the state of Texas. I. D. Hightower is president and Homer is secretary and treasurer.

Bob Cowan, who has completed three years with Uncle Sam's Navy, is back with the local coin machine business again. Bob was formerly manager of the Worth Music Co. and he will return to his old firm.

A real friend of Fort Worth coin machine men, and especially the music operators, is

—TURN PAGE

RIVIERA

CONVERTED FROM

"BIG PARADE"

★

Other Conversions From . . .

ZOMBIE
SUN BEAM
DOUBLE PLAY
WEST WIND
SKY BLAZER
DO-RE-MI
STARS
LEADER
DUPLEX
KNOCKOUT

$60

F. O. B. FACTORY WILL BE PAID FOR ANY OF ABOVE LISTED GAMES.

•

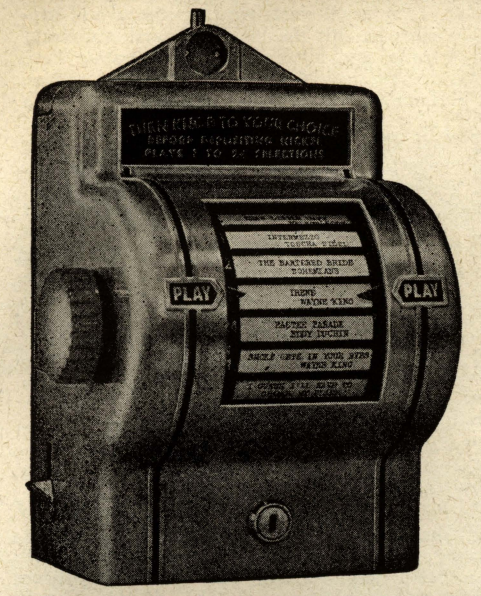
Conversions for outright sale $249.50 ea.

★

SEND IN YOUR GAMES FOR CONVERSION

UNITED Manufacturing Company

6125 N. Western Ave., Chicago 45, Ill.



PACKARD
PLA-MOR
SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field - - - that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

NOW DELIVERING

Come In and See the

PLA-MOR SPEAKER No. 1000
PLA-MOR DAHLIA No. 700
PLA-MOR DAISY No. 800
PLA-MOR ROSE No. 900

The Ultimate in Fine Speakers.

PAUL A. LAYMON
1503 W. PICO BLVD.
LOS ANGELES 15, CALIF.

Jack Gordon, clever columnist for the Fort Worth *Press*. Besides a daily music and record column which Jack contributes to the *Press*, he produces a very popular thirty minute music and record radio show for the Ellison Furniture Company's record department. Jack's column covers everything in records and music from the classics to hillbilly and popular recordings. His column has a wide following among music and amusement lovers of Ft. Worth. Unlike some columnists, Jack gets out and goes places. He mingles with the throng and really finds out what the devotees of music and entertainment like and what they want to hear. Fort Worth operators swear by Jack and they often consult him for the trend in popular recordings and Jack is always there with the "Know What."

Benny McDonald, recently released from the U. S. Navy, has returned to his "first love"—the coin machine business. Benny is manager of the Star Coin Machine Co.

I. D. Hightower made one of his usual weekly business trips to the Dallas coin machine market.

Frank W. Wood

Kansas City

Greetings were officially extended recently to fifty newspapermen representing leading newspapers, wire services and business magazines of the East, Middle West and Southwest by Elmer Pierson, president of the Chamber of Commerce and of the Vendo Co. and by other city dads. The writers were guests of the Missouri-Kansas-Texas railroad on a tour of industrial areas served by its lines. "There doesn't seem to be anything in your way," one of the visitors remarked. "Many an eastern city would give its eye teeth for your natural advantages. There is every reason to be optimistic about your future." So hang on boys, when the equipment starts rolling in you'll be on the gravy train if you keep your enterprises squared with prevailing conditions.

Most of those interviewed for news for this letter have expressed interest in a Coin Machine Round Table, similar to the Tobacco Tables functioning throughout the country. The thought is, that all associated in the industry here, regardless of what group, may attend the meetings which may be largely social. A short period of discussion of current problems could precede the festivities. There is a group within the industry here that belong to Hobbies, Inc. Another group belongs to the National Automatic Merchandising Association. Those outside the scope of policy of each group seem to favor either their own "association" or becoming affiliated with our Tobacco Table of Greater Kansas City. Having started the movement for a Kansas City Coin Table, your correspondent would like to have an expression of opinion by phone or letter from all who are interested. J. Renz Edwards, president of the F. S. Edwards Tobacco Co., who directly or indirectly is interested in cigarette vending machines stated he would send several representatives to the next meeting of the Tobacco Table scheduled for April 17th at the Hotel President at 6:45 p.m. This meeting would show how the Tobacco Table is conducted and provide an opportunity for vending folks to have a discussion among themselves. If you would care to call me—Thatcher, Wabash 6756 or write to me c/o Station D, Box 7642, please do so at once. This is your party, boys, I'm just trying to help. Elmer Pierson, Vendo Co., is a member of the local chapter of the N.A.M.A. Peg Allen, Automatic Canteen and J. Renz Edwards are co-chairmen—if you would care to discuss the proposition with them.

Your scribe takes this opportunity to thank those who have been reading our department and for their favorable reactions, some of which include orders for merchandise or location rights. Mrs. Warren Doud is one who commented on the inquiries received by Warren Doud of the Telecoin Corp., an eight year old New York concern whose branch office started in this city October, 1945. Mrs. Doud is one of my most interested (and interesting) news sources. She reported that Doud is a cub master for a group of junior Boy Scouts, ages 9 to 12, which he organized two years ago. Sponsored by the Boone schools in the Santa Fe Hills district, the group of eight boys has enlarged its number under Doud's leadership to thirty-five.

Franchises for stores to operate the Bendix automatic dime-operated washers are in big demand here. Eight machines have been placed in operation in the Veterans Trailer Camp at Manhattan, Kansas. Doud is having excellent cooperation of the soap manufacturing companies who furnish the soap for the two demonstrators who show the tenants of apartment houses and the like how the Bendix is operated. Frank William Stamp and Jess Clary continually make the rounds keeping location machines in first class condition. Doud is eagerly anticipating the arrival of the new Bendix coin operated dryer and other Telecoin machines now in production. Mrs. Doud stated there was a tremendous interest being shown regarding the dryers and there seemed to be a wide open market.

Does anyone know the truth regarding the rumor going around that a big company will locate in Kansas City, Kansas to manufacture a general line of vending machines?

Nick Fasci of The Music Mart (formerly Mo-Kan Amusement Co.) is busy superintending the improvement of a storeroom next to his quarters on Main St. which will function as a service unit for radio and record players. It will be under the management of Ellis Hom.

Joe Berkowitz, Universal Manufacturing Co., reported that a sales meeting was held April 20 with fourteen men attending at the firm's new acquisition, Bee Jay, Inc., in Chicago. This unit was formerly operated by Brewer and Sons. More machines are being installed there for the manufacture of punch boards.

The R. E. Gilbert Amusement Co., reported the arrival of Bally's Surf Queens and Williams' Suspense machines. Kenny Daniels is back from the service and will serve as a mechanic. Gilbert reported that C. E. Kemp, Warrensburg, Mo., is going back into the music business operating in Western Missouri.

Major G. N. Adams is out of photo reconnaissance work and back with Consolidated Distributing Co., acting as sales manager. He was at one time associated with the M. & W. Co., of Nebraska City. Jerry Joray who was formerly with Wurlitzer for six years is now service manager for Consolidated. Irwin Weiler also said that Gilbert Wilkins, who sold his route when he left for the armed service is back,

(See KANSAS CITY, Page 80)

WILL PAY
$75.00 Each for Seeburg Chicken Sams
$50.00 Each for Bally Bulls
BOTH MUST HAVE ALL PARTS COMPLETE
BERRY AMUSEMENTS
576 ALMADEN AVE. SAN JOSE 10, CALIF.

Announcing

Our Appointment as Central and So. Calif. Distributors for

A.B.T. CHALLENGER TARGET SKILLS

The Mighty Counter Game With The Industry's All-Time, Long Run Profit Record!!!!

ORDERS BEING BOOKED NOW FOR MAY DELIVERY

Now Delivering

SKEE BARREL ROLL

The only Skee Alley Game that offers real skilled competition because player can increase his score by rolling ball into the revolving barrel instead of just playing the field. Location tests prove the long-time appeal of this well constructed and beautifully designed legal game. We are exclusive distributors in Central and Southern California and Nevada.

EXAMINE THESE FEATURES:

- 10½' long and 12½' long models (two sections)
- Tried and Tested Winner on locations
- Revolving Barrel supplies keen score competition
- Beautifully finished with chrome trim
- Fool proof ball release
- Custom Built by cabinet makers
- Intriguing Backboard Light-Up in 7 flashy colors
- Legal everywhere

QUALIFIED JOBBERS WRITE FOR QUANTITY PRICE

$449.50
F. O. B.
LOS ANGELES

NICKABOB

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

KANSAS CITY

(Continued from Page 78)

operating out of Pittsburg, Kansas "in a big way."

Dave Cooper and Dave Fleider, Advance Music Co., are certainly excited about their Aireon electronic phonographs. They get a big kick out of demonstrating it to all comers. Advance Music is utilizing the entire second floor for the repair of all types of phonographs. About 18,500 square feet of floor space is devoted to the new model quarters. The display floor features fluorescent lighting to show off the exhibits to the best advantage.

The Elks Bottling Works at Leavenworth, Kansas are doing a fine business in the operation of their vending machines. If the three Rozinski brothers and other Leavenworth operators see this notice, we would be glad to have further details.

Bill Sharp, formerly a restaurant operator in Leavenworth, is now operating a vending machine route in and around Leavenworth. Bert Miller in that town is one of the oldest operators and Walter Raymond just out of military service is back as an operator.

Harry Silverburg, W-B Novelty Co., believes that the phono operators are entitled to seventy per cent of the gross collections from each location because of the increased cost of the new machines, equipment and cost of operation. He reported that there was some talk that the operator should charge ten cents a record, three for twenty-five cents instead of the 70-30 arrangement. But those who do to help amortize the increased costs would have their locations compete with numerous five cents a record locations and the question is whether this would be too daring a venture. Customers might be disgruntled at the dime charge and lack of patrons at the locations might result. A shipment of Gottlieb's improved deluxe Grip Scale, a three-way strength tester, is on the way.

Wonderland is remodeling and renovating. This will provide display space for twenty-five new penny and nickel catchers. A new photo gallery is to be installed and Tom Gershon also reported that students from our Art Institute will paint murals on the walls in the decorating process.

The Vendo Piersons and their new money changer, electronically operated "that can outwit the cheaters" was the subject of a feature recently in the *Saturday Evening Post*. It was reported that five hundred of these automatic money changers are going out immediately to four cities for a field test.

Aireon plans to put a combination radio-phonograph on the market in the near future.

The firm is also sponsoring a contest among students of the Kansas City Art Institute to select the best series of six to eight designs in two colors which will be suitable for various products manufactured at the plant.

The addition to the United Amusement Co., is nearly finished. The enlarged quarters will be utilized as display space for new models coming in.

Dev Thatcher

Mississippi

Although there still is a shortage of machines and parts due to recent strikes, F.A.B. Distributing Co., Jackson, state distributor of Wurlitzer phonographs and parts, reports they are doing all in their power to help state operators get new machines, and parts to keep their old machines going.

F.A.B., under the direction of owner, Fletcher A. Blalock, and E. B. Stewart, manager, acquired the state distributorship from Redd Distributing Co. Redd expanded his interests some time ago by moving to Boston, and the Albany, New York area.

The usual summer slump has not started in this section of Mississippi and Louisiana and operators don't expect a letdown until late April and May. If they could only get more parts, records and new machines, phono operators declare their business would be better now than ever before.

A happy note is added for operators with the return of many service men, some repair men and others who plan to enter the business as operators. Some of the G.I.'s have money to invest and are checking with state distributors and others regarding new machines and seeking locations. However, with the shortage, it's a headache now to get started. When more machines are available there will be many new operators in the business.

Local and area operators co-operated with the American Red Cross during their recent Red Cross Fund Raising Drive. Many operators served as members of canvassing committees and made liberal donations to the Red Cross.

James W. Sheppard, Ham B. Nelson's son-in-law, is now sole owner and manager of the White Ripple Inn. Spot is one of the better locations of F and N Amusement Co. of which Nelson is president and owner. Sheppard has built a home in Natchez and commutes daily to Lake St. John, where the Ripple Inn is located. Sheppard also assists Nelson with his slots, audiophones and other coin machines.

J. Edgar Simmons, Jr., former Natchez operator, is attending college at Columbia University, and writes friends that he is well pleased with his new surroundings and expects to pay them a visit this summer during his vacation.

Fire of undetermined origin destroyed McMillin's Place, one of Eidt Enterprises' locations. A new audiophone was destroyed in the fire together with other vending equipment and machines. While fighting the fire, Captain Neil McLean, local operator, saved the life of Arthur Tyer, a volunteer fireman, who was rendered unconscious when he came in contact with a live wire at the fire scene. Capt. McLean applied artificial respiration and brought the young man around, after little hope was held for him.

Joe Payne is now connected with Wilson and Ewing Co. as a service man. He was recently discharged from the army.

Ben Goss, Powell Kaiser and Robert Graham recently disposed of their locations in Louisiana, and now are operating in Mississippi. They have placed a number of machines in this area and plan to go to New Orleans shortly to try and purchase additional machines.

R. Bruce Swayze, Jr., and Barney Atkins, Louisiana, visited here recently. They told local operators that while business was holding up well, it is becoming more and more difficult to get parts, new records and that it's practically impossible to purchase any of the new model machines now.

P. K. Ewing, Jr., of the Ewing Co., is leaving to make his home in Jackson. He will manage the new branch there. His place here will be filled by Captain Neil McLean. Ewing will be associated with his brother, F. M., in the operation of the new Capitol City locations.

John S. Callon is getting ready to resume his local and state-wide operations. He was associated with the Steitenroth Co. before he enlisted in the Navy.

The many friends of Norman Lawrence, well known operator, regret to learn of his recent illness, but are elated to see him up and able to be out again.

A new location in Louisiana is the Plantation Inn at Goldman's Landing near Water Proof, La.

George "Shorty" Long reports that operators who get their machines serviced at his shop are still "singing the blues" insofar as getting new machines, records and parts is concerned. For example, he said that operator Bill Eidt sent 30 wires to operators offering audiophones for sale, stating that if they had machines to sell, any type, to wire him collect, and if not, to ignore the telegram. Only 2 out of the 30 answered, and the machines they had were not what he wanted. The same is true of records and parts, but despite all this, all operators seem to be doing OK.

Frank and Bobby Perrault, recently discharged from the Navy, are now associated in the machine repair business with their father, Frank, and brother, Roy, recently discharged from the U.S. Army. Another brother, Sam, also a repairman, is located in Japan with the Army.

Harold M. Case

* * *

While out walking with her mother, little Rosalie spoke to a small boy.

"His name is Jimmy," she explained. "He's in my class at school."

"What's his last name," asked her mother.

"Well," replied Rosalie, "the teacher always calls him Jimmy Sitdown."

SUSPENSE
IS SWEEPING THE COUNTRY
●
A SENSATIONAL
NEW GAME
by HARRY WILLIAMS
●
WE ARE NOW TAKING ORDERS FOR THIS OUTSTANDING GAME.
Come In Today!
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

UNOBTAINABLE PARTS MANUFACTURED
Bring in sketch or old part for precision duplication
LIGHT MACHINE SHOP WORK
TOOL & DIE MAKING
MODEL MAKING
Prompt Service • Reasonable Rates
●
Ra-Mal Machine Shop
1151 Venice Blvd. Los Angeles 15, Cal.
DRexel 4044 or WAlnut 5452

Sales Values Rise, Output At '45 Level

WASHINGTON — Sales value of all candy products sold in January of this year rose 4 per cent but the quantity in pounds remained about the same as the amount sold in January 1945, according to figures compiled by the Department of Commerce.

The figures also show that total sales for January 1946 increased 16 per cent over the sales for the preceding month.

Illinois, largest candy producer, showed sales up 14 per cent and California, which has risen steadily in total production, gained 11 per cent. Massachusetts dropped 3 per cent, and Pennsylvania fell 24 per cent.

Collins Heads Group

NEW YORK—John T. Collins, head of Automatic Canteen Corporation's New York distributing firm, is the newly elected president of the Executives' Association of Greater New York. Collins is also head of Canteen Distributors, Inc., a national organization of distributors.

Two In One

BOSTON—Chewing gum cough drops are a new wrinkle combining two of the average American's most prevalent habits. Called Cough-lins, they are a product of Gum Products, Inc., Boston.

Mass. Bill Withdrawn

BOSTON—Through the efforts of members of the New England Council of the National Automatic Merchandising Association and other operators of vending machines, House Bill H-839, in the Massachusetts Legislature was defeated. The Bill, introduced by Representative Lawrence H. Davis, of Lawrence, proposed that "every slot machine and vending machine except vending machines used for the sale of candy, gum, nuts and stamps, and except juke boxes, so called, in use and operation at any time within any year, the owner or person having custody or control thereof shall pay to the commonwealth a tax of $25."

At a hearing April 3 before the House Taxation Committee 100 members of the New England Regional Council led by Vice-Chairman Edward E. Adams of that body, and other operators were present as opposed to the Bill. The Council was represented also by an attorney. Several operators spoke. During the hearing Representative Davis asked for "leave to withdraw" the Bill.

Leverone Heads Week

CHICAGO—Head of the committee in charge of Youth Week in Chicago is Nathaniel Leverone, board chairman at Automatic Canteen.

Reasons Given For Acute Corn Shortage

NEW YORK—The facts of the acute shortage of corn syrup, second most important commodity used in the manufacture of candy, were made public here recently. There is a corn shortage, not because of a small crop but rather because refiners have been unable to obtain corn unless they do so on a barter basis.

Corn refiners, or their customers—candy manufacturers included—have to use such products as high protein feed, meat scraps, fish meal and even nylon stockings to barter for corn.

The farmer is reluctant to sell corn even at the new price of $1.21½ a bushel. He prefers to feed his corn to the hogs or to get a bigger return by engaging in bartering.

Nothing so far has proved effective in eliminating the shortage. The farmer continues to sell his corn to the highest bidder or on the best bartering terms, present ceilings notwithstanding. Millers and bakers, however, have been fairly successful in buying corn by threatening to refuse "wheatcakes" (a good animal feed developed as a by-product of milling wheat) to farmers unless they sell them their corn.

Refiners are doing everything possible to obtain corn to supply the candy manufacturer with corn syrup and other corn products but are helpless to do so through ordinary channels. Refiners actually are asking their customers (including candy manufacturers) to help them procure materials that can be used for barter. The higher prices paid for corn in the form of barter are paid for by the corn refiners' customers.

As a means of restoring normal distribution of corn by country elevators and carload sellers, the OPA has revised its corn and processed grain regulation in such way as to discourage elevators from grinding corn for sale at higher prices than whole corn. The government also has lim-

TURN PAGE

ADVERTISING THAT SELLS!
ONE OF AMERICA'S TOP RADIO PROGRAMS CREATING A GREATER DEMAND FOR TWO OF AMERICA'S TOP CANDY BARS
OVER ENTIRE ABC NETWORK
193 STATIONS
Every Sunday Afternoon
5:30 to 6:00 p.m. EST
4:30 to 5:00 p.m. CST
3:30 to 4:00 p.m. MST
2:30 to 3:00 p.m. PST
COAST-TO-COAST
BIT-O-HONEY
NEW OLD NICK
ABC
DAVID HARDING
counterspy
That super-thrilling program of mystery, intrigue and adventure
SCHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION—GENERAL OFFICES, ST. LOUIS • FACTORY, CHICAGO

CANDY MACHINES WANTED
DU GRENIER
NATIONAL
STONER
Phone or Wire Collect
AUTOMATIC MERCHANDISING COMPANY
2021 Carroll Ave., Chicago 12, Ill.
Telephone: Haymarket 0005

ited refiners' production to 85 per cent of 1945 use and is planning to limit refiners to an inventory of not over 45 days.

Generally speaking, neither refiners nor users of corn products are optimistic about these government steps. At best, they are expected to give only temporary relief.

Only a small fraction of all available corn is needed by refiners for the candy industry, but present unwholesome conditions make it difficult to obtain even a small percentage of what is needed for the industry.

Serious concern is felt by the candy industry about the situation. Many candy men already have appealed to their congressmen and senators urging that steps be taken to eliminate the practices that are threatening to throttle the entire candy industry.

74-Bar Candy Vendor In Quantity Production

MADISON—The 74-bar candy vending machine of Coan-Sletteland Co., Inc., manufacturer of U-Select-It candy vending machines, is now in full production and is being distributed throughout the country, according to the company's president, J. W. Coan.

Two other models, to be available as soon as materials can be obtained, are a 110-bar machine, and a large de luxe model which will hold about 250 bars and be fully selective. The de luxe model will be available with or without an air-conditioning unit.

Nearly 40,000 Coan-Sletteland vendors are in operation throughout the nation, retailing nearly $12,000,000 worth of candy annually, Coan states.

In line with the company's emphasis on spotless cleanliness, the vendors are finished in baked white enamel, operators are provided with baked white service trays, and routemen are urged to dress in white uniforms and to handle the candy with the same care as regular foodstuffs.

Candy Twice As Sweet

NEW YORK—A new type lipstick called "Candy" and of course tasting like it, is being advertised by one of New York's leading department stores. The lipstick is said to be the forerunner of other candy-flavored cosmetics.

Local wits are suggesting that maybe candy manufacturers should put out some lipstick-flavored candy.

Market Big for 5c Bars

NEW YORK—Operators of candy vending machines should be interested in a discussion that appeared in a recent issue of *Confectioners Journal* as to what makes nickel bars successful sellers.

In normal times, B. G. Collins wrote, there are tremendous successes as well as dismal failures in the nickel bar field. But the reasons for successes almost invariably remain the same: *The right product in the right package for the right field distributed through the right markets.*

As for the right product, it has been proven that, aside from certain universally accepted candy brands, candy types have greater consumer acceptance in one part of the country than they have in another. While there has been a great shifting of populations during and since the war, and eating habits including candy tastes will thus be somewhat equalized, it is probably true that sectional acceptance of candy types remains about the same as always. The best method for determining customer reaction is pretesting of candy in the actual field.

In the final analysis, no nickel bar will achieve permanent success unless quality is maintained. It is as true as ever that there is no substitute for quality.

The right package is probably more important today than in the past. Packaging design, new materials, typography, color, package construction, trade marks, etc., have made great strides. Good packaging design will be essential to maintain leadership where concerted appeals are being made for the consumers' attention. Function and design are the factors that determine the best materials for the package.

Waxed papers are exceptionally good for strong eye appeal, they permit greater odor and moisture protection, and they present an excellent printing surface. Most importantly, it is possible through wax papers to make the wrap design express quality.

Laminated foil is another material which can convey the idea of the quality of the nickel bar. Its lustrous quality and opportunities for distinguished design have long characterized metal foil as one of the designer's favorites.

Cellophane is a third material that provides protective qualities and excellent printing surfaces. With this material, visibility is the great factor in the "see and buy" approach for nickel bars.

The right markets for the nickel bar continue to be the normal channels and additional channels for development are the self-service stores and frozen food stores. Here special displays and racks, including automatic candy vendors, may be set up to appeal to the housewife. One of the great opportunities in the self-service field is the merchandising technique of multiple-unit sales, that is, the sales to the housewife of more than one candy bar, or some other nickel item, at a time.

"The future of the nickel candy bar is assured," Collins declares. He points out that during the war men and women of the armed forces became better acquainted with the best nickel bars that this country has ever produced and thus an expanded adult market has been added to the already established adolescent candy buyers.

Warns of Shortages

NEW YORK—A somber warning has been sounded by Philip P. Gott, president of the National Confectioners' Association, that candy manufacturers may be forced to close their plants if supplies, principally corn syrup and sugar, become more difficult to obtain.

"Candy factories have been working part time because they are unable to get the necessary ingredients for their products," Gott said.

Further shortages are expected as more and more farm and dairy products are diverted to Europe and Asia to relieve threatened famines, and candy manufacturers are expected to be forced to lay off still more employees.

"Some sources," Gott said, "feel that less sugar than had been expected is in the offing because claimants for wheat are also claimants for additional quantities of sugar.

"Many Washington observers, who previously predicted a 70 per cent-80 per cent third quarter quota, are now fearful that the 60 per cent allotment expected for the second quarter, might be continued during the third and fourth quarters instead of being increased," Gott concluded.

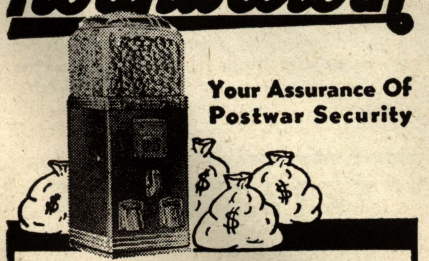
Candy Council Booklet

CHICAGO—"Millions of New Customers Needed for Candy" is the title of a new booklet prepared by the Council on Candy for mailing to 12,000 men and women of the candy business. The booklet will explain how the desired objectives are to be obtained and will outline some of the methods used in making new friends for candy.

Ten Billion Chews

NEW YORK — The average American chews gum at the rate of 100 pieces annually—which adds up to more than ten billion chews a year, according to recent estimates. Before the war, manufacturers were producing more than 100 million dollars worth of gum a year, a figure to be greatly exceeded when full production is again resumed.

Northwestern



Your Assurance Of Postwar Security

Time and time again Northwestern bulk venders have proved their worth as steady, dependable money-makers under any and all conditions. That's why so many operators, and others interested in a permanent income, are looking forward to the time when these machines will again be available. To make sure of your postwar success, plan now to invest in Northwesterns—venders built for operating. In the meantime, keep in touch with activities through our free monthly paper The Northwesterner.

THE NORTHWESTERN CORPORATION
1 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

QUALITY + PROFIT = VIKING

VIKING offers you the cream of the market in BULK VENDORS, other new and improved vending devices, Ball Gum, CANDY, Charms, SALTED PEANUTS, and a complete line of superior grade VENDING SUPPLIES. Our lines are time-tested, proven money-makers, of consistently high quality.

We Won't Sell Anything—But the Best!

Place your orders now for the

NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

DELUXE		MODEL 33	
Lots of 100 or More	$18.95	Lots of 100 or More	$ 9.60
Lots Less Than 100	19.50	Lots Less Than 100	9.75
Lots Less Than 25	19.75	Lots Less Than 25	9.95

(F.O.B. Factory) *ORDER TODAY!*

VIKING SPECIALTY COMPANY
530 Golden Gate Ave., San Francisco 2, Calif.

Biscuit Vending Is Fascinating . . . and Profitable

by Perry Wachtel

de-perri advertising

Every once in a while during the course of a business life you come upon what may be termed a "sleeper". Sleepers, as such, have an uncanny knack of producing in whatever field they might be in. Well, here's a "sleeper" that's been operating for some time in the coin machine industry—unheralded . . . unsung . . . practically unknown. Apparently few operators are aware of Biscuit Vending as an operation, as such; and, Biscuit Vending happens to be one of the soundest, most profitable types of operations in existence.

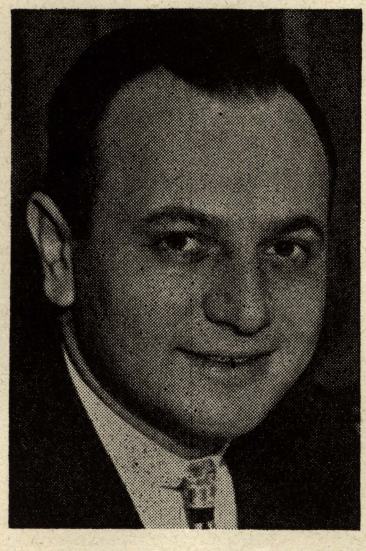
The best way to tell the story of Biscuit Vending is to describe the complete set-up of the operation all the way from the manufacturer of the biscuits to the actual machine on location and demonstrate just how the business works. For this purpose, I have chosen the Sunshine Biscuits-Statler Distributors set-up in New York City as the best example.

Statler Distributors, Inc., headed by Lawrence Reis, has been operating Sunshine Biscuits "Niks" for a number of years in New York City. The operation grew very rapidly from the day of its inception until it hit about 1800 units on location. Then, unfortunately, the operation stopped growing with the advent of the war. However, during the war years the Statler people had plenty of opportunity for experimentation in Biscuit Vending; and, made such a complete study of the field . . . got to understand the peculiar problems involved in Biscuit Vending . . . the type of equipment necessary . . . the location-operator relationship, etc., that, when priorities were lifted from war material they formed a company called Statler Manufacturers Corp., set up to manufacture a biscuit vendor designed to vend Sunshine "Niks" Biscuits exclusively.

Exclusive Territories

Statler Distributors, Inc., the firm who handles the exclusive national distribution of the Sunshine Biscuits vendor, issues exclusive national distribution of the Sunshine Biscuits vendor, issues exclusive territorial franchises to operators by counties, cities or states depending upon the individual locality involved. The sale of the equipment is not tied up with any local distributor. There is only one distributor—Statler Distributors, Inc. Their reason for issuing exclusive franchises is self-evident—to eliminate competition amongst operators themselves and to allow the operator freedom of movement in his own particular, exclusive territory. Statler's experience as an operator in the New York market has taught them that the locations are more interested in obtaining Sunshine Biscuits for their employes than they are in obtaining commissions. However, commissions to the location are involved; but, are only paid up to 5% providing a minimum gross business of $5.00 per week can be shown. You see, biscuit vendors have, as their best locations, industrial plants, banks, schools, large corporations, etc., where there are employe lunchrooms or employe restrooms or where the majority of employes bring their lunch with them and do not go out to restaurants at lunch hour.

To continue further with the operating set-up as offered by Statler, they are so convinced of the worthiness of the operation and the potential of its growth in any particular territory that they do not demand any fixed guaranteed order from an operator who is granted an exclusive franchise. The area in which the operator intends doing business and the Sunshine Biscuits' distributor in that area determine the maximum number of locations (approximately) that the operator can hope to service. The only requisites for an operator before he can be granted an exclusive Sunshine Biscuits territory is that he be of good character and have satisfactory financial references.



Perry Wachtel

Manufacturer-Operator Cooperation

The local Sunshine Biscuits distributor in any particular territory has specific instructions from the home Sunshine Biscuits office to work very closely with the operator appointed to that territory in helping him establish his route soundly, economically and profitably. In addition to the cooperation the operator receives in the field from the local Sunshine Biscuits distributor, the legal department of Sunshine Biscuits Co. is working in cooperation with the lawyers of Statler Distributors, Inc. to help reduce or eliminate the taxes prevalent on vending machines in some sections of the country. These two points, in themselves, demonstrate a willingness on the part of the manufacturer of the product as well as of the equipment to work closely with the operator in order to insure him maximum return for the money and effort he will invest in his operation. There is no other comparable relationship in the vending machine business and the reason behind it is very simple; Sunshine Biscuits Co. and Statler Distributors, Inc. are more interested in the widespread sale of the "Niks" package than they are in the sale of a particular machine. They are in the biscuit business and want to sell biscuits. They are not manufacturers of vending machines, primarily; although, before releasing the machine now in service for the sale of Sunshine Biscuits, top engineers were engaged to design a simple, fool-proof mechanism that would give a lifetime of service at a minimum of cost. Furthermore, talking about the machine, itself, Statler Distributors, Inc. put a number of these machines out in its most active locations in New York for exhaustive testing and study to be sure that all the bugs were removed before the machine was approved for delivery throughout the country.

Stock Available At Low Cost

The next operating problem is the matter of merchandise to sell through the machines; and, that "problem" has been solved very neatly and very efficiently by the Sunshine Biscuits people in cooperation with Statler Distributors, Inc. and the operators it appoints. It is not necessary for an operator to stock a long term supply of the biscuits themselves because he can easily obtain his necessary requirements from any one of 150 local Sunshine Biscuits distributors or 25 baking plants throughout the country. There are no freight charges

Pan's
HARD SHELL VENDING CANDIES
MADE ESPECIALLY FOR BULK VENDING MACHINES

→ Bright and snappy appearance, finest eating quality and correctly priced.

→ The built in quality acquired by over 50 years of know how, will bring your customer back for more.

→ Pan's Hard Shell Candies will Vend smoothly and easily. Our special Hard Shell process provides that, as well as affording longer protection in variable weather.

Are you on our mailing list?

Pan Confections

311-329 West Superior St. Chicago 10, Illinois

for the biscuits—the operator receives delivery at his door—and all he need carry is but a few days or weeks supply. The local Sunshine Biscuits distributor and the Sunshine Biscuits bakeries mentioned before have been set up so that they will always have a three to four weeks supply on hand for the exclusive use of the operator of the Sunshine Biscuits vending machine. This is over and above the biscuits they may be stocking for local grocery trade.

The operator also receives special discounts on the cost of the biscuits to afford him the lowest price paid by the largest wholesale jobber in the country (and the operator's price is appreciably lower when you take into consideration the fact that a jobber has to do his own trucking, whereas the operator gets his supply delivered to him and has no overhead for redistribution). In addition to the special discount that the operator receives on the base price of the biscuits he also gets a special advertising discount to bring his per unit cost still lower. On this basis Statler Distributors, Inc. has formulated charts which show a conclusive advantage to the net profit per unit made on the sale of biscuits as opposed, for instance, to the sale of a package of cigarettes or a bar of candy. Here's a breakdown of the price and variety of Sunshine Biscuits "Niks" for vending machines.

Cost per box of 100 units of "NIKS"	$3.50
Special discount 8½% to Franchise Holders, approx.	.30
	$3.20
Payment within 10 days or cash 1% discount	.032
	$3.168
Special advertising allowance: Sixteen and eight-tenths cents per hundred allowed by Statler Distributors, Inc.	.168
Cost per 100 units	$3.00
Final cost per unit	.03c

Operation Cost

Now we come to the actual cost of operation from the operator's viewpoint. The following figures are based upon a certified accountant's statement of the Statler Distributors, Inc. operation in New York City. However, due to the fact that the gross sales and therefore, the profits made by Statler Distributors, Inc. are very high . . . and, Lawrence Reis happens to be a very conservative individual . . . we have cut the figures to a minimum, but have used the same ratio with which the actual figures were determined.

NEW CHARMS

that are different from any you've seen because they are cast from brand new post-war molds embodying every feature desirable to vending machine operators.

—"Eye catching" brighter colors—no ambers, no dulls, no neutrals.

—*Perfect size for your machines*—no pee-wees.

—Every single piece desirable and worth while.

—Molded in fine detail—a product of superior craftsmanship.

—*Not just an ordinary charm pack!*

These new items will really spruce up your sales and profits. Can be used to good advantage with Spanish peanuts.

PACK OF 100 PIECES—$1.00

Terms: $1.00 cash with order. Balance C.O.D. Note: There is no Federal Tax on machines used for vending charms. Free copy of new exemption ruling from Treasury Dept. upon request.

RELIABLE NUT COMPANY

5721 W. Jefferson Blvd.
Los Angeles 16 California

OPERATING AND PROFIT SCALE NO. 1

Based on an average of no more than $4.00 per week, even though sales now average over $6.25 per week.

Based on an operation of 100 machines, whereby the owner of the route services the machines himself:

Machines Approx.	Dollar Sales Per Week	Number of Packages	Profit Per Package	Gross Profits Per Week	Gross Profits Per Year
100	$400.00	8000	$ .02	$160.00	$8,320.00

If commissions are paid to location point, maximum is 5%, and, in most instances none at all. Statler over-all average is 2% 416.00

Approximate $7,904.00

Undoubtedly a one man operation would make his home a business place, so his only expense would be telephone and stationery.

Telephone and stationery per year	200.00
Car operation and depreciation	704.00
Approximate net profits per year	$7,000.00

OPERATING AND PROFIT SCALE NO. 2

Based on an operation where 200 machines make up a route and owner hires one service man.

Machines Approx.	Dollar Sales Per Week	Number of Packages	Profit Per Package	Gross Profits Per Week	Gross Profits Per Year
200	$800.00	16,000	$ .02	$320.00	$16,640.00

Commissions to locations on sales 832.00

Approximate $15,808.00

Cost of service man $35.00 per week plus $10.00 car allowance. With service man's own car. Total $45.00.

$45.00 at 52 weeks	2,340.00
Approximate	$13,458.00

Assuming with an extra man a small store is rented on a side street at $20.00 per month

Per Year	$ 240.00
Telephone and Stationery	250.00
Own car depreciation and depreciation	700.00
Expenses	$1,190.00
Approximate net profit	$12,268.00

OPERATING AND PROFIT SCALE NO. 3

Based on operation of 500 machines.

Machines Approx.	Dollar Sales Per Week	Number of Packages	Profit Per Package	Gross Profits Per Week	Gross Profits Per Year
500	$2000.00	40,000	$ .02	$800.00	$41,600.00

Commission to locations on sales 2,080.00

Approximate $39,520.00

With 500 machines operator requires 4 service men and he would act as manager with one bookkeeper in office. Service man's salary $35.00 plus $10.00 car allowance.

4 service men at $45.00	$9,360.00
1 girl at $30.00	1,560.00
Store at $40.00 per month	480.00
Telephone and Stationery	400.00
Compensation Insurance Social Security	400.00
	12,200.00
Approximate Net Profit	$27,320.00

If you operated more than 500 machines, income would be increased proportionately.

The cost of maintenance including painting has been less than $1.00 per machine for five years. The reason for this low maintenance cost is that locations are not public, but more or less private, where the same people patronize the machines all the time. The life of the machine is practically indefinite.

Well gentlemen, there you have it. I doubt very much whether more than a few of you have ever delved into the actual set-up, costs and potentials of biscuit vending as an operation. Of course, it does not have the "fast dollar" appeal that a music route or a pin ball route or a slot machine route has; but, if you are interested in a sound, stable, definitely legal operation that will pay a more than fair return for the investment you might make, I can think of few businesses that can equal, much less exceed, the possibilities of biscuit vending.

Take Over Candy Sales

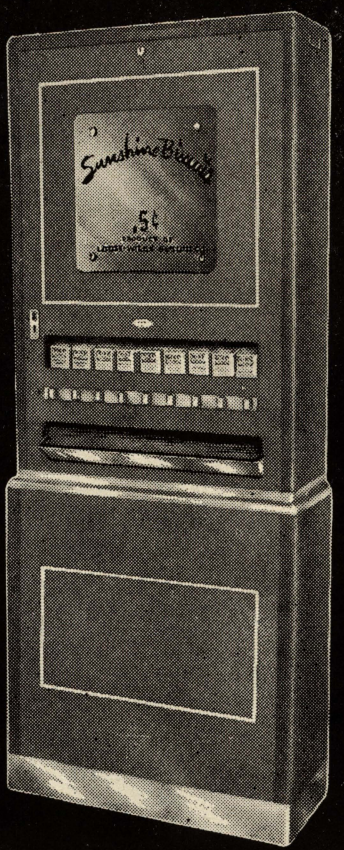
HOLLYWOOD—Theater candy and popcorn stands will be taken from concessionaires by many independent and circuit theater operators and will be run by the house or circuit, according to *Motion Picture Daily*. Such sales are made to one out of every 3.2 persons entering the theater and run into millions of dollars. Many circuits and exhibitors are said to be studying new types of equipment for such sales.

We Are Accepting Application for Exclusive City, County and State Franchises for the Operation of Our New Nine-Column, 5c Biscuit Vendor Dispensing

"NIKS"

Sunshine Biscuits

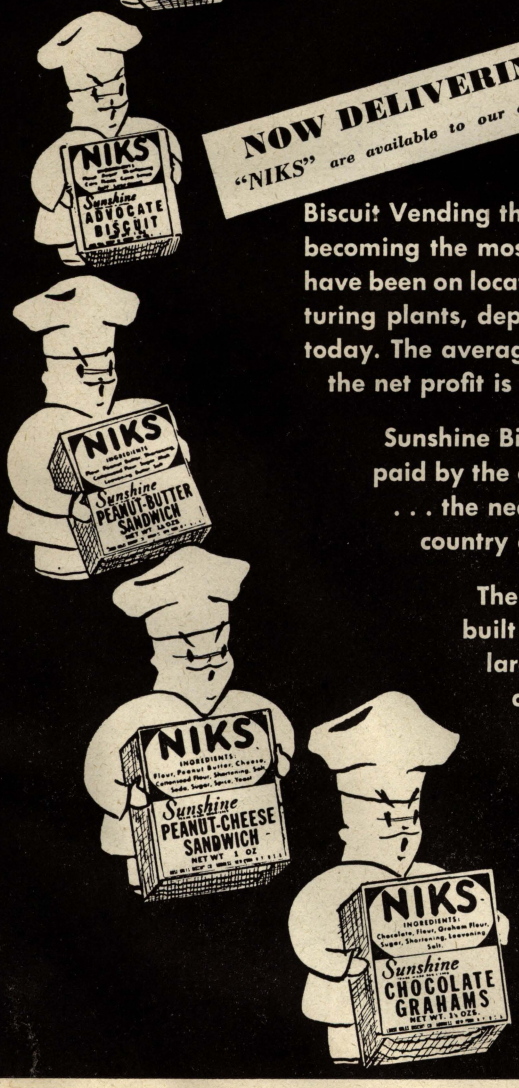
A Product of
LOOSE-WILES BISCUIT COMPANY



$95.00 F.O.B. N. Y.
COMPLETE WITH STAND

SPECIFICATIONS
Cabinet: 26" wide, 39" high, 8½" deep. Stand: 27" wide, 23" high. Weight: 98 lbs. Weight with carton: 105 lbs.

NOW DELIVERING
"NIKS" are available to our operators



Biscuit Vending through machines is not new . . . the war merely interrupted its becoming the most sensational vending machine producer in history. Machines have been on location for more than 5 years in New York's leading manufacturing plants, department stores, banks, schools, etc., and are as good as new today. The average sales far exceed those of cigarette or candy machines and the net profit is much greater on a smaller investment.

Sunshine Biscuit "Niks" are available to the operator at the lowest prices paid by the country's largest grocery chain. You don't have to carry stock . . . the nearest Loose-Wiles Distributing Centers located throughout the country are your sources of supply.

The "Niks" Vendor is solidly constructed for indefinite long use... built to vend present 5c package, a smaller package if necessary, or larger package for 10c. Among its other features are 135 pack capacity with beautiful display variety for increased sales; tested and proven coin mechanism and slug ejector adjustable for nickel or dime; simple servicing . . . 9 column plunger mechanism removable without a screw and weighs only 9 lbs.; columns automatically lock when empty; theft proof; finished in baked enamel in standard Sunshine Biscuit Red and Blue.

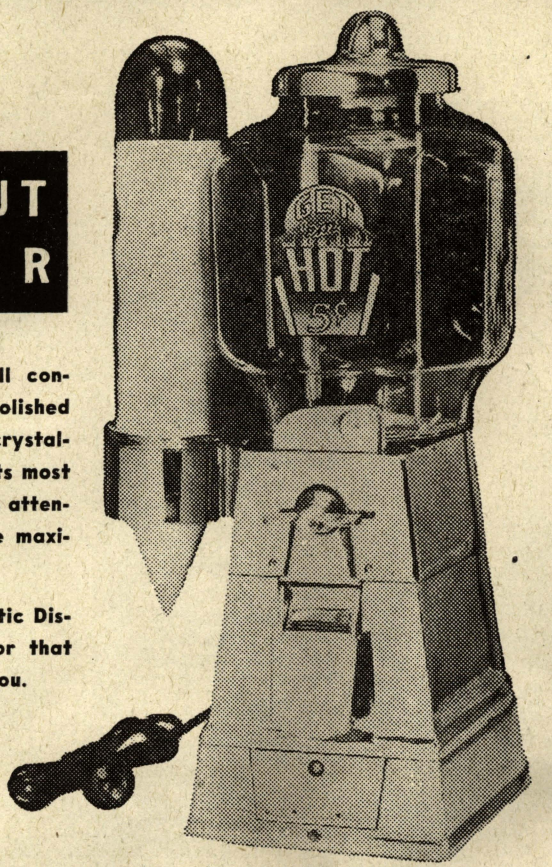
WRITE OR WIRE TODAY STATING TERRITORY DESIRED!

STATLER DISTRIBUTORS, INC.
STATLER MANUFACTURERS CORP.
Exclusive National Distributors of Loose-Wiles Biscuits ("Niks") to the Coin Machine Trade
2112 Broadway New York 23, N.Y.

NOW IN PRODUCTION

ASCO

5¢ HOT NUT VENDOR



Beautifully designed and well constructed of strong, highly polished aluminum castings with a crystal-clear globe to display the nuts most appetizingly. A "Flasher" calls attention to the machine to insure maximum sales.

The Asco 5c Hot Nut Automatic Dispenser is a fool-proof vendor that will produce big profits for you.

Send for our Illustrated Booklet "ASCO BUSINESS PLAN FOR YOU"

Height 21 inches. Base 7 inches wide, 9 inches deep. Floor Stands and Wall Brackets Available.

ASCO VENDING MACHINE EXCHANGE

55-57-59 Branford Street · Newark 5, N. J.

Bigelow 3-7744-5

Big Sales Predicted For Vitamin K Gum

CHICAGO—The addition of Vitamin K to chewing gum for the purpose of helping prevent tooth decay, as reported in the April issue of THE COIN MACHINE REVIEW, may eventually increase sales of gum to unprecedented highs, according to officials of the Wm. Wrigley, Jr., Co. and Beech-Nut Packing Co., joint sponsors of the Vitamin K research project at Northwestern University's dental school.

Experiments conducted over a period of many months by Dr. Leonard S. Fisdick prove that Vitamin K when compounded with gum retards formation of food acids which apparently cause tooth decay and reduces the incident of cavities from 60 to 90 per cent.

Philip K. Wrigley, board chairman of the Chicago company, points out that there is no Vitamin K gum on the market yet, adding that "the time for its introduction to the public has not been determined."

Wrigley conceived the anti-caries hunt before the war, and the first tests were started at that time. Students who chewed the test product found its taste acceptable and hardly distinguishable from the various regular brands.

New Bar—"Hats Off"

BROOKLYN—"Hats Off," a solid chocolate bar made of fine grade chocolate, raisins and peanuts, is a new product of the ultra-modern factory of the Gold Medal Candy Corp., Brooklyn, N. Y., manufacturers of the popular "Thanks" bar and "Olde English Peanut Brittle."

Victor Bonomo is executive director of the confectionery concern.

Mail Order Cigs Give Florida Pain in Budget

TAMPA—The heavy Florida State cigarette tax is causing a boom in the out-of-state mail order business and is costing Florida thousands of tax dollars.

Last year the State cigarette tax was increased to four cents, bringing the general retail price up to 20 cents a package. All taxes included, Florida cigarette smokers are paying more than 20 million dollars a year for their habit.

Mail order dealers in other states—principally New Jersey—who are not subject to Florida's tax are making a big thing of this situation. Floridians who pay $2.00 for ten packages of cigarettes, or $1.70 a carton, are good customers for dealers whose advertisements offer popular brands at $1.35, postage prepaid.

The customer generally has to buy three cartons at a time, but for the investment of a three-cent stamp he saves from 35 to 65 cents a carton, or from $1.05 to $1.95 on the three cartons.

This development long ago was predicted by opponents of the State cigarette tax, but during the war most people had plenty of money and apparently did not care how much their smokes cost. Now it's a different situation, Floridians are taking the easy way out, and the mail order business is definitely on the increase.

Advocates of high cigarette taxes can point to England, where taxation has put cigarettes up to the equivalent of around 50 cents for a package of 20. And in France, American cigarettes are selling at 10 cents apiece, at the equivalent of two dollars a package.

But high cigarette taxes have proved a boomerang in Florida, where returned veterans not so long ago were paying six cents a package for cigarettes overseas. The net result is that the average citizen who generally realizes his obligations to the State is openly engaged in tax evasion, the state is losing more money than anyone can estimate, legitimate operators are suffering a loss of trade, and the legislature is confronted with the problem of "doing something" to recapture the revenue they had anticipated when they piled on the tax.

SERIES 19

Now Available for

PANORAM or SOLOVUE

"Sensational Specialties from the Night Clubs"

1. **Heels Over Head**
2. **Hillbilly Heat Wave**
3. **Shaking the Uli Uli**
4. **Lucia Land**
5. **Natoma & Mr. Frederick**
6. **Cubanafro**

$36.00

Per Wheel of Six Subjects Sound or Silent

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

San Francisco

SAN FRANCISCO—Things are brightening up perceptibly. Several distributors started deliveries while others will do so in the near future. Shipments are still scant but everyone is hopeful that volume production will steadily gain momentum.

On the 7th of this month Clark Distributing Co., held the first of its service school meetings for franchised Wurlitzer operators. The service school was conducted by Stanley Turner, service manager for all Don Clark operations. The meeting lasted all day and was attended by about a hundred and fifty Wurlitzer operators from Northern California and Western Nevada. Kenneth W. Popkey, manager, said that due to the great number attracted to the meeting, it was decided to hold a series of regional service schools, in order to have smaller groups and more time for the individuals. Delivery of Wurlitzer phonographs started this week.

Don Clark just left for Chicago and North Tonawanda. George M. Dick, executive of Coin Machine Acceptance Corp., was a visitor at Don Clark's.

N.A.M.A. held a highly successful regional Public Relationship Clinic at the Palace Hotel recently. Clint Darling, secretary director of the national association, arrived for the occasion. Dick Parina, a director of NAMA, said a novel feature was provided by handing out a series of 50 diverse questions regarding healthy public relationships, to the audience, who were then requested to give their interpretation and answers to the questions. The audience co-operated whole-heartedly, and it was illuminating how highly intelligent and analytical the responses were. The Clinic was attended by several members of the Chamber of Commerce, the Better Business Bureau, and several similar organizations. Russell Strain, American Locker Co., presided at the meeting. So engrossing was the meeting that it started at six o'clock and didn't adjourn until almost midnight.

Harry Sisterman, representative of World Manufacturing Co., has been elected regional chairman of NAMA.

Dick Parina has moved to his spacious new quarters at 66 Page St., with which he is thoroughly delighted. Dick said: "I'm very proud of our new place of business; it is modern in every respect. The maintenance department is complete from every standpoint both as to refurbishing and to handling mechanical problems." Dick had changed his firm name to Automatic Merchandising Co. (formerly known as San Francisco Cigaret Vending Co.)

There is no let-up in the expansion of Associates, Rock-Ola Distributor. Having expanded down Union St. as far as possible, where an alley bisects the block, now a 2 story building on Octavia St., around the corner from Union, has been taken over. The new addition will be used for warehousing and manufacturing operations. The entire facade on Union St. has been modernized and made very attractive. But what Associates is mainly and justly proud of, is the showroom which might well set up an entirely new trend. There is nothing commercial about it. It is a splendid example of a luxurious living room with fine Oriental rugs, priceless tapestry, exquisite furniture, large graduated vases holding fresh spring blossoms—and the place of honor occupied by a 1946 model Rock-Ola. The room is air conditioned and softly illuminated by several handsome floor lamps. It is doubtful if any description could do full justice to this room.

Rock-Ola distribution started about three weeks ago, and we heard from George R. Murdock, head of Associates, that the demand for Rock-Ola phonographs is overwhelming. Associates did not have a formal showing, but when the first model arrived, operators were advised by direct mail and were invited to call. George Murdock said they decided on this course of action in order to give operators a chance to inspect the instrument at their leisure.

According to Murdock, some of the outstanding features of the new Rock-Ola Phonograph are that there is easy access to all parts for adjustment; all assemblies are easily removed from the cabinet and troublesome parts can be easily replaced without fuss or loss of time. George said: "Rock-Ola is designed to 'keep 'em playing.' Rock-Ola's 'Phonograph of Tomorrow' has all approved features, including brilliant color and animation — at prewar prices."

Recent visitors at Associates were: Mr. Santacatarina, proprietor of So. Side Phonograph & Appliance Co., Chicago; R. E. Nichols, Fresno; Wm. R. Burns, Rock Springs, Wyoming; W. A. (Bill) Baker, Ellensberg, Washington; Chas. L. Schaefer, Seattle; W. R. Patton, Livermore; Earl Wnetzel, West Sacramento; Louis Jobanek, Dexter, Ore., representing a Manila importing firm; Carl Peterson, Antioch; Traub Crosetti, Napa; C. R. Honeyman, San Jose; Joe James, Merced; Wayne Gettys, Adam Vagts and Bill Morgan from San Jose.

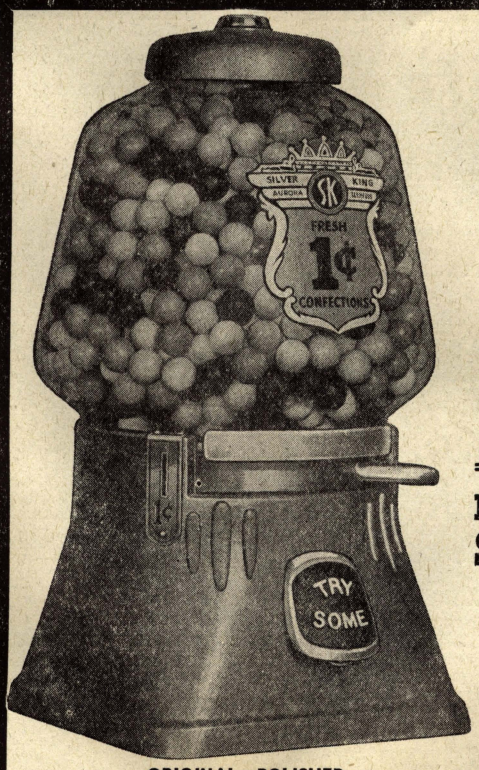
Tony Parina of R. A. Parina and Co., distributors of Arthur H. DuGrenier, Inc., for the eleven western states, has just returned after spending three months covering his territory in the interest of the DuGrenier line. Tony stated that DuGrenier's new Challenger cigarette vending machine, though shown only in pictures so far, and explained, has created a great deal of interest among operators and everywhere they are anxiously awaiting shipments.

R. A. Parina and Co. will show the Challenger during the forthcoming NATD convention in San Francisco. Booth 30 has been reserved for the purpose at the St. Francis Hotel. A big attendance of operators is expected. Tony Parina and his new assistant, Jack Beck, will be on hand at the St. Francis to introduce and demonstrate the new DuGrenier Challenger cigarette vending machine. Tony said that both the DuGrenier factory and R. A. Parina Co., are doing everything in their power to get equipment to operators as soon as possible. Deliveries are expected to start in the not too distant future. The premises of R. A. Parina Co., have been completely remodeled and redecorated.

Jack Beck, Tony's assistant, was recently released from the Navy where he served as Chief Petty Officer.

Hank Maser has just returned after spending two months in Chicago. For a while it looked as if Hank's plans for remodeling and expanding his premises had struck a snag. But according to latest reports the difficulties were overcome and the work will get under way promptly. As it has been mentioned before Hank intends to establish an assembly plant. A very handsome Bell Coin Machine may be viewed at Hank's.

Rhythm Record Co. is being re-organized and will be henceforth known as Melody Sales Co. The two partners in Melody Sales Co. are Tom Moyles and Tony Valerio. Melody is exclusive distributor for Northern California for the following brands of records: Exclusive, Modern Music, G. & G., Gem, Cocktail Hour and Ex-



ORIGINAL—POLISHED ALUMINUM COIN COUNTERS
CAST IRON STANDS
WRITE FOR COMPLETE CATALOGUE

WATCH FOR NEW
LEGAL
SENSATIONAL MONEY MAKER
"GRIP-VUE"
COUNTER SIZE
FUN & STRENGTH TESTER
LITE-UP NUMBERED DIAL
MINIATURE BURLESQUE
8 LITE-UP PICTURES
1c OR 5c PLAY
MAY DELIVERY ORDER NOW $39.50
1/3 DEPOSIT WITH ORDER OR SEND FOR CIRCULAR

NOW—NEW—1946
SILVER-KING
$7.50 IN LOTS 50 OR OVER
10 @ $8.25
1-9 @ 8.95
NOW SOLD ONLY DIRECT
Factory-To-You
(ONE PRICE TO ALL)
BEST FOR BALL GUM, NUTS, CANDIES, ETC.
MANY NEW FEATURES

SILVER-KING CORP. 622 DIVERSEY, CHICAGO 14, ILLINOIS

celsior. Immediate plans include—acquiring a good stock pile, expanding the staff, compiling a direct mailing list and inviting operators to drop in and get acquainted.

Johnny Ruggiero, manager of Jack R. Moore Co., Seeburg distributor, said: "Deliveries are gaining momentum. We have sampled every established account and we are making deliveries daily of the new Seeburg phonographs." Johnny further informed us that two new consoles by Bally are expected pretty soon. Newest addition to the Moore staff is Don Hess who is in full charge of the parts department. Don Hess was recently released from the Air Corps where he held the rank of Captain.

Johnny is just back from a very nice vacation at Palm Springs where he was the guest of Jack Moore who has leased a sumptuous house there.

After spending several years with the armed forces, Ed Heinle is back with Golden Gate Novelty Co. He is in charge of exports and outside sales.

E. M. (Prince) Dutton, Viking Specialty Co., Inc., made a flying trip to Chicago to attend the Northwestern conference.

Advance Automatic Sales Co., has on display some of the new Keeney Super Bell games, which is their franchised line for the Northwest area. Al Meyers, manager, stated that they have a "tremendous backlog of orders." Keeping in step with the general trend for expansion, Advance augmented its staff with another shop mechanic, a shipping clerk and a salesman. Extensive improvement of the premises is also planned.

Howard Pretzel from Chicago, vice president of C.M.A.C., in company with Bill Moller, San Francisco manager, attended the M. S. Wolf Distributing Co.'s AMI showing.

Frank Marty, San Jose operator, and his glamorous blonde bride, Dorothy, were in the city. Dorothy takes an active interest in the business, assisting in the office. The Martys were quite elated, having just purchased one of the new 1946 phonographs. Frank Marty said: "It's in the back of our car. We can hardly wait to get home with it."

Roe M. Dodge, well known San Francisco operator, passed away recently. His widow sold the music route to Jack and Sam Weiner, Jr. Mrs. Dodge also sold her home and will move down the peninsula.

Gisela Ney

Denver

The Jones Distributing Co., exclusive distributors for J. P. Seeburg Corp., has opened a new store at 1454 Welton St. and will handle complete parts and service for Seeburg. The company also distributes Bally Manufacturing Co. and O. D. Jennings Co. machines.

The Denver store is a branch of Jones Distributing Co. with headquarters at Salt Lake City, Utah. Jones operates the Salt Lake office and W. H. Erskine is manager of the Denver branch. Roger Taye is field representative for the Denver territory.

Erskine said that the company was already doing a big business with the new Seeburg Model "146." Since starting in Denver the company has remodeled and redecorated their store building and they believe they have adequate space for their operations.

Dan J. Donohue, District Manager for Seeburg was in Denver in April. He has the territory extending from Denver to the West Coast.

Modern Distributing Co. had its showing of the new model 1422 Rock-Ola Phonograph in its conference room at 1810 Welton St. during the week beginning March 12.

Both Lu Shulman and Leo Negri were kept busy all week long explaining the advantages of the Phonograph of Tomorrow to operators who came from all parts of Colorado, Wyoming and New Mexico.

Modern Distributing believes that it has the most beautiful display room in the entire West. It formerly was the private banquet room of the Adams Hotel. The walls are lavishly paneled with decorative dark oak carved in uniform designs. Four heavy carved oak beams across the ceiling add to the general effect of strength and permanence.

At the rear of the room is a stained glass window, which occupies almost the entire wall space, with Dutch landscape and mill design in colors. A private bar is built in one corner at the rear of the room. The floor space is fully carpeted and furnished with chairs and divan.

A striking stage effect is accomplished by a raised dais, and a crimson satin curtain affords a most effective background for the Rock-Ola machine.

This sales room creates such a restful atmosphere that all the local operators have made it their meeting room.

After the showing, Leo Negri left for a two weeks' trip to contact all operators who were unable to come to Denver to see the new Rock-Ola Phonograph.

Wolf Reiwitz is out in California, spending two weeks on the Coast, in San Francisco and Los Angeles, visiting. En route home he will stop several days at both of the company's offices at Phoenix and El Paso. He spent several days at the Salt Lake City office en route to California.

A. C. Roberts, who has been in Salt Lake City for several weeks, accompanied Reiwitz to California.

A. A. Roberts went over to Omaha as a guest of Central Distributing Co., to attend a dinner which they were having for Wurlitzer operators. He reports that the enthusiasm shown by operators in Central Distributing's territory, for the new Wurlitzer model 1015, was equal to that of operators in the Denver territory.

Wolf Sales Co. has added a number of new employees. Charles Y. Webb has joined as a phonograph service instructor. Paul Hamilton, Russell C. Fenton, Morton Echstin and John Tribelborn have all been added to the staff in various capacities.

Frank Negri has been very busy out on the territory and has spent very little time recently at the main office.

A. A. Roberts reports that all branch offices of Wolf Sales Co., located at Phoenix, Salt Lake City and El Paso, have been completed and are now open and doing business.

W. R. Walker of the Walker Music Co. is planning to take a trip next week to the Southwest. He will visit Los Angeles, San Francisco and Portland—a combined pleasure and business trip—mainly for pleasure. Mrs. Walker will accompany him. However, Walker says he will make some purchases while away—if anything is available.

During Walker's absence, his two able assistants will carry on the business. One of these has been with Walker some 13 years. The other, Neal Tait, has come in since the war.

Gibson Bradshaw, of the Denver Distributing Co., recently returned from a combined business and pleasure trip to Chicago and New York. Mrs. Bradshaw accompanied him, and Bradshaw says they were royally entertained by the various companies, including a Broadway show in New York. He also lined up with some

Immediate Delivery

— on —

BRAND NEW EVANS

BANGTAILS

1946 A. C. MODELS

Evans Bangtails—7 Coin—5c Straight Free Play.....$596.50

Evans Bangtails—7 Coin—5c Comb. F.P. & P.O..... 674.50

Evans Bangtails—7 Coin—25c Comb. F.P. & P.O..... 764.50

Evans Bangtails—7 Coin—5c New 1941's F.P..... 450.00

WILLIAMSON DISTRIBUTING CO.

EXCLUSIVE EVANS DISTRIBUTOR FOR NORTHEASTERN CALIFORNIA

1220 Kay Street, Sacramento, California

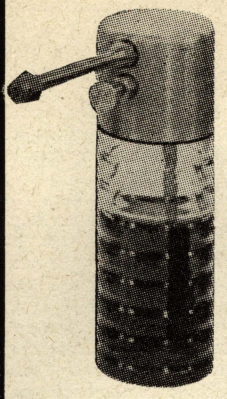
good manufacturers who are well known to the trade.

Bradshaw said that business was picking up and as he is still short of help he usually works around 18 hours a day in order to catch up. He expects to overcome this condition as soon as several of his former employees get out of the Army. He has been trying to hold the jobs open for them. He said he was looking for lots of new merchandise within the next few weeks.

CORRECTION APRIL NEWS LETTER

In the April news letter published in the COIN MACHINE REVIEW, I was in error in referring to the Century Music Co. of Denver as an "affiliate" of the Wolf Sales Co. I now understand from A. A. Roberts of Wolf Sales Co. that the Century Music Co. is in no way connected with their organization as they sold it more than three years ago and now have no interest in the Century Music Co.

Frances Conrey



STANDARD BRANDS

COMBINATION OILER AND SPRAYER

a *must item* for every serviceman. 1000 and one uses - - -

Each unit comes complete with 2 separate nozzles—one for oiling, one for spraying.

Hand-operated push button supplies pneumatic pressure feed to nozzles, assuring steady flow of oil or liquid cleaner to oiling or spraying surface.

ORDER YOURS TODAY, $2.95 EACH

Badger Sales Co.
1612 W. PICO BLVD.
LOS ANGELES 15, CALIFORNIA
All Phones: DR. 4326

Badger Novelty Co.
2546 NORTH 30th STREET
MILWAUKEE 10, WISCONSIN
All Phones: KIL. 3030

Portland

(The following material arrived too late for publication in the last issue, and is reproduced herewith to bring coinmen up-to-date on doings in and around Portland.)

The sun is beginning to shine again in this area, along coin machine row, as it probably is all over this butter shy nation. Probably the most important local news of the month is that the guy who is writing this nonsense (Fritz Hall), having been out of the operating business since shortly after the start of the war, is now one of the largest operators of brand new post war phonographs in the state (as of this writing.) He is the proud possessor of one (1) new Seeburg, thanks to Jack R. Moore, who has made good his promise to operators at his January party, that he would deliver one (1) to each who placed an order, in March. (Great oaks from little acorns grow.) Anyhow, it is a swell elegant-looking and sounding machine and probably lots of guys, like the writer, are patting Jack and J. P. Seeburg on the back, right now. We understand he got a couple of carloads of same, including a few wall boxes, for rationing purposes, and that now the steel strike is over they will probably continue to be rolling unless the Russians take over.

Dan Huguenin, Jack R. Moore Co. sales manager, reports that their new Seattle manager is George G. Goss. Dan reports that games are coming in much better but not quite fast enough. Helen and Eddie Cusson, Jack's right hand man and woman, have just returned from a two weeks' second honeymoon, and Helen is looking fine.

Stopped in to see Keith Payne the other day at his new Wurlitzer Clark Distributing Co. headquarters at N. W. 16th and Lovejoy Streets, but his office girl advised that he was out on the road diligently covering his territory, as usual. (Peeked in the back room and saw several crates bearing the name "Wurlitzer.") Keith, by the way, has just about the first new Mercury out here, in which to drive, covering his territory. Wish we knew the secret of his success. From all reports he is working it overtime. He recently returned from a flying trip to San Francisco for a conference with the Clark boys and found that an automobile had torn out practically the entire front of his new office, ending up parked in the middle of his show room. Discouraging, what?

Lou Dunis of Portland Amusement is, we hear, making deliveries of new Packard boxes.

Vern Raw, of Vern Raw Enterprises of Seaside makes the statement that he is one step ahead of the bill collectors, which however we personally doubt. Understand that in addition to his other enterprises he is the new owner of the large building at the end of the Prom which houses a swimming pool and bath houses as well as a number of stores. An enterprising young man, Vern is. One of these days Seaside will change its name to Rawtown.

Fritz Hall

Seattle

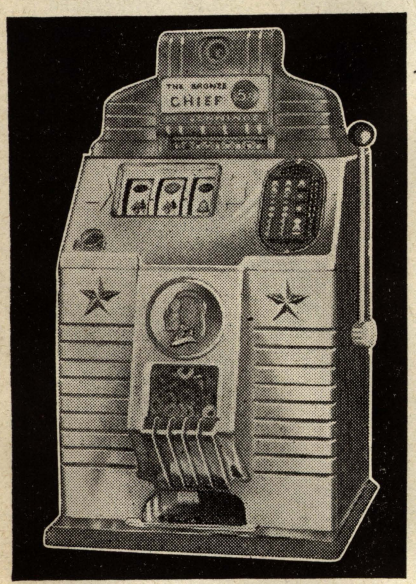
This is a strike story that never made the headlines; in fact, it didn't even receive mention in any newspaper or magazine. But it is a story that thrusts deep into the very heart of the post-war operating era, and from this tale hangs a moral as far-reaching as Jimmy Durante's schnozzola.

A group of local operators, after examining the price tags of new games, banded together and made an unsilent vow that they would not buy any new equipment. "$600 to $800 for a new game?" they berated the jobber. "Not us."

So they continued to operate their old clunks and to make a fair margin of profit. All was quiet on the Northwestern front.

Then in December, two ex-merchant marinemen, H. A. Christensen, and Morrie Dickinson, entered the picture. Morrie, who owned a small route, sold to "Chris" and then accepted Chris' offer to join him as mechanic-servicer.

After surveying some of Seattle's anti-

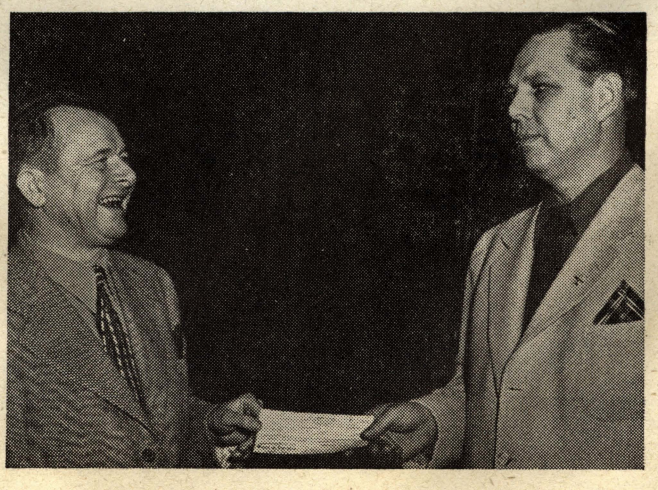


THE BRONZE CHIEF

. . . with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim. Quantities are limited—Demand is overwhelming—Order now for immediate delivery.

—— SEE ——

PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15



What does it cost to fall off the wagon? In this case it was a thousand dollars for Jack Gutshall, Los Angeles, is handing Bill Simmons a check for that amount. Jack had only two days to go on the bet but a bottle floated by and Jack took a pot shot at it. Wham! A thousand dollar mistake!

quated location equipment, Chris pulled out a neat and heavily padded checkbook and tried writing pretty figures for some Victory Specials. But it seems that none of the local jobbers could oblige because the striking gamesters had shrunk the demand so much that jobbers had lost interest in ordering.

So Chris tore off a number of checks, placed them in the mail, and ten bright new Victory Specials soon arrived.

Thus was born Lucky Amusement. Birth-pains were not noticed immediately; when they did make their appearance, local recalcitrants found them lodged in their own abdomens.

After taking care of his own spots, Chris made the rounds of the cream-covered locations, passing out photographs, pamphlets and cards. When the location owner saw pictures of the new equipment and compared with the tottering models in his place, he started hollering for a trucking company. Ere long Chris had a nice location.

To keep the record absolutely accurate, Chris didn't offer higher commissions; in one spot he lowered the location's percentage from 60 to 50 per cent.

Shortly thereafter, ten more bright and shiny games arrived, to be followed by ten more, and still another ten. The transfer companies were doing a brisk business and the sweetest spots in town were changing operators with alacrity.

The strike-bound operators of Paragraph One began to feel that oozy kind of perspiration that comes out warm and immediately turns to ice. They set up an immediate clamor for Victory Specials, and while the jobber was patiently trying to get them, Chris made hay and the sun shone all day and all night.

* * *

Jerry Steffan returned from Fairbanks, Alaska, with his lip hugging another now-it's-here-now-it's-not facsimile of a mustache. Boasted Jerry: "Contrary to any rumor, I went up there to vacation with my sister. To prove that I'm a strictly on-the-wagon guy, I didn't touch a drop of hard stuff. And brother, that wasn't easy. Know how many taverns and bars there are in Fairbanks and vicinity? 43!"

That wasn't an F.B.I. man skulking around those packing cases looking for a clue; it was Anacortes' Charlie Farrell trying to find some purchasable music models.

When Bert Beutler said "I do" for AMI, the Moore headquarters underwent a change—and quickly. George G. (Gardy) Goss, formerly Moore major-domo at Salt Lake City and assistant manager in San Francisco, moved in to the top spot, with Dick Robinson right behind him. Several years ago Dick was the vital cog that kept the Moore machine oiled. Then came the war and with it a sudden illness that staggered him against the ropes for a year. Recovering, he personnel-managed at the local shipyards and then hopped to Royal Amusement. Do all birds come home to roost? Here's one that came home to crow—about the excellence of the new Seeburg. Seeburg or no—welcome back, Richard.

He found that sales work made his blood run just a trifle faster and that servicing was just another job. That's why Lyle Tenney, who started his Seattle coin career with Puget Sound Novelty, resigned his mechanicship at Wayne (Cle Elum) Odom's to return to P.S.N. for whom he'll travel the Pacific Northwest and Alaska.

Here's what's clickin', cousin: Stage-Door Canteen and Exhibit's Big Hit. The latter is the first 5-ball game with a four multiple, and judging from its reception, it won't be the last, either.

Doug Brandt, a veteran row-ster, thought he'd like to be a fireman; so he cut coin ties and became a redcoat. Doug dreamed of three-alarm calls. He could see himself sliding down the pole, donning hat and swinging a hatchet; he envisioned hundreds of onlookers, with admiration and hero-worship in their eyes as he assaulted a furious blaze. He saw himself choking, begrimed, but still smiling, carrying helpless victims to safety and being encored by the cheering mob. But Doug found that one of the pre-requisites of the job was knowing how to play checkers, chess and handball—and Doug disliked all three. For one year he sat around and waited. His nerves were latched on their last string—not from battling blazes but from waiting for them to start. P.S.—Doug is the new slot-repair expert at Seattle Coin Machine Co.

The Row lost one of its oldtimers when Joe Schoen, a king of early slot days, passed away in Vancouver, B.C. He was 62.

Jim Moore wanted to visit relatives in Jacksonville, Fla., so he asked Boss George Schnabel how about it. "Install those 100 Coinmasters for Intermountain Distributors in Salt Lake City and then you can go," George told him. Houdini couldn't have sleight-of-handed any faster than Jim installed. On March 28 he boarded a plane for the Southland.

Those grunts and groans did not take place at a wrestling match; that was Coin Row painfully recovering from small-pox vaccinations which caused more fuss than a carload of new phonographs.

Things are definitely on the up-look for Jack Roberts. Any day now he will receive delivery of a new push-button-and-open-the-window Lincoln. And that's not all. He was seen on the Row triumphantly brandishing five pounds of butter. Let me repeat that for all you folks whose eye-balls haven't returned to their sockets yet: five pounds of butter—you know, the stuff that spreads with a knife.

Aireon and expansion forced Solly Solomon to double Western Distributors' existing floorage. "Upstairs you will find our production and refurbishing departments," said Solly, while his secretary dove for a dictionary and your one-syllabled correspondent asked: "How do you spell 'refurbishing?' "

The Chamber of Commerce will run me out of town for this, but inasmuch as I'm planning to leave anyway, why not be fearless about it? Well, Mrs. Harold Slater, wife of Mechanic Harold at Puget Sound Novelty, was in poor health, caused by the excessive dampness of this part of the country, so the doctor said: "Go South, young lady, go South." Harold is now working for his Uncle Tom in San Mateo, California, servicing routes. The Missus will follow in a few weeks.

While everybody else was going around grubbing for new games, buying available models and worrying about prices and deliveries, Jack Howlett's electronic mind was occupied with—The Boy Scout Circus! Master Jack was in charge of the public address system.

Heberling's faithful Ila Frazier, better known as "Brownie," is recuperating nicely from a back operation.

More round trips were made this month than ever before. First it was Dick Robinson (Moore to shipyards to Royal Amusement to Moore); then it was Lyle Tenney (Puget Sound Novelty to Wayne Odom to Puget Sound Novelty). Once again: Ralph Yost, Decca to Capitol to Decca.

Flash from the Jacobs Kennel: a new addition to this dog-loving, prize-collecting coinopping family is "Trinket," a ten-month female poodle whose show-winning monicker is "Miss Perfection of Rosbar," and who recently picked off awards at

WANTED TO BUY!

MILLS ESCALATOR SLOTS

ADVISE QUANTITY, TYPE AND CONDITION

●

OXNARD NOVELTY COMPANY

—JOBBERS AND DISTRIBUTORS—

248 PALM DRIVE OXNARD, CALIFORNIA

Tele.: 687R1

NO-OX

CHEMICAL CLEANING COMPOUND

Cleans electric contacts, relays, switches and intricate parts of electronic equipment. One drop of fluid and dirt disappears like magic. Use without any pre-surfacing. Will not gum or harm. No other product like it. A boon to operators.

1 OUNCE—50c

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

the Kirkland and Seattle shows.

Add the name of Art Rud to the never-ending list of equipment hunters. Spokane distributor for Rock-Ola and Jennings, Art landed on the Elliott Bay beachhead like a commando but didn't find much raidable stock.

It was a very troublesome affliction, but what an ideal marriage partner it made of him! Cy Morgan suffered from a malady whereby he couldn't talk and spent six weeks in Palm Springs undergoing treatment. Now recovered, he wonders if, even now, he'll be able to get in either the first or last word.

So Bert Farmer, veteran coinop, went to war. A chief petty officer, he advanced rapidly to senior grade lieutenant. For more than three years Bert, assistant to the Operations Officer of the Port Director, supervised stowage of ammunition and trained thousands in proper packing of vital war supplies. The Navy awarded him numerous citations for "a high degree of efficiency, perspicacity, mature judgment and initiative." When the firing ceased Bert wanted out, but instead of giving him the little slip that means freedom, his C.O. said: "Lieutenant, how would you like to be a lieutenant-commander?" Bert declined the additional half-stripe because the clinkings of chutes that had hypnotized him back in 1929 was nibbling ever-stronger. The Navy, however, recommended the promotion, continued to heap citations, and installed him in Seattle's Exchange Building headquarters.

Bert hopes to be out in June. Meanwhile, he sits in his office overlooking Seattle's waterfront, and with a far-away stare in his eye gazes at ships entering and exiting Puget Sound.

Louis Karnofsky

Los Angeles

The arrival of the new AMI phonograph and its deluxe showing in the showrooms of the M. S. Wolf Distributing Co. on March 27th and 28th highlighted the past month's activities in Coin Machine circles in the Southland. Hundreds and hundreds of operators flocked to the Wolf affair to examine the new phonograph and partake of the Wolf hospitality which was passed out in liberal measures. Not only was coin-dom represented but also the record and motion picture industry with top names in the entertainment world dropping by for a look-see, a sandwich and an introduction to the assemblage. The affair was top bracket from beginning to end.

Local folks were saddened to learn of the death of Edwin C. Wilhite on April 4th. Wilhite had been associated with the industry for many years and his machine shop was a prime supplier of parts when there was considerable manufacturing activity here back in the early thirties. Interment was in Holy Cross Cemetery on the 6th.

Count Mario Castegnaro, who produced some of the first film subjects for coin-operated movies in the pre-war period, was married to Ada May Weeks in Laguna Beach on April 21st.

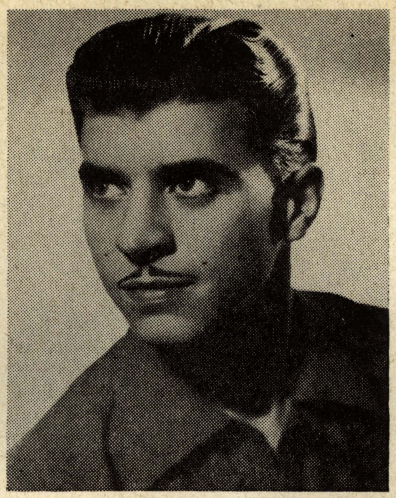
C. D. Kemp, district manager for Aireon, Denver, honeymooned in California during the past month. Another coinman adding a wife was Mike Dudkin who stopped off in Las Vegas and copped a mighty fine Kansas City girl.

E. C. McNeil, western representative for National Vendors, is all set to go calling on the merchandise operators in the 11 western states. He has just taken delivery on a new Chrysler 46 sedan.

Aireon has added office space in the Bekins Storage Building for their railroad communication division which brings the total to 9 office rooms occupied by Aireon there.

Two salesmen recently have joined Coin-matic Distributors: Jerry Long, who will handle record sales for Southern California, and Jack McEwing, who is handling the Northern California record sales business. Preston Jarrell reminds us that a year and

TURN PAGE



Jack Leonard

"Big Pickup in Parts Business," Says Badger

LOS ANGELES—An encouraging and optimistic outlook on the availability of parts was expressed recently by Badger Sales Co. of this city.

Jack Leonard, manager of Badger's parts department, reports that operators are showing a keen appreciation of the type of service and cooperation their parts requirements are receiving.

Leonard, who only recently became affiliated with Badger, advises that even in the short time he has had charge the parts picture has shown a vast improvement. "Like the heroine in the soap opera," adds Leonard, "our answer many times in the past has been, 'no, no, a thousand times no,' to operators requesting hard to get parts; now, however, we're very rapidly approaching that stage where we can say, 'yes, yes, a thousand times yes'."

Establishing
"An Accommodation Center"
in Coin Machine Row
Use
Fitzroy 3887
for your convenience

Make arrangements with "Mollie"
Stop in for complete county license schedules on phonograph, wall boxes and pinballs. Federal special tax blanks.

"LET MOLLIE BE YOUR PERSONAL SECRETARY"

MOLLIE G. SIMON
2301 W. Pico Los Angeles 6, Calif.
Notary Public and Stenographic Service
Fitzroy 3887

LEN MICON SAYS:

Make PACIFIC COAST DISTRIBUTORS

Your Headquarters for

PACKARD ACCESSORIES . . . SPEAKERS . . . WALL BOX PARTS

...and soon...

PLA-MOR PHONOGRAPHS

Now Showing: **H. C. EVANS CONSOLES**

ALTERNATING CURRENT FREE PLAY . . . COMBINATION . . . AUTOMATIC

...CUSTOM BUILT MODELS IN 5c AND 25c PLAY

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD. Richmond 5527 LOS ANGELES 7, CALIF.

Pan-American

They're Here!

Latin-American Numbers You've Been Waiting For!

PAN 048 **LA VARSOVIANA**
LAS ESPUELAS

PAN 049 **CUATRO VIDAS**
ESTRELLITA

featuring LOS GALANTES of Mexico
Vocal by Eddie Gomez with LOS GALANTES

New Rising Star, JOHN LAURENZ, Records now Available

Motion Picture Singing Star, John Laurenz, recently featured in "A Walk in the Sun," "Sunset Pass," and the RKO Zane Grey series, has a golden voice that places him amongst the best in the Western field—juke boxes will play his numbers over and over . . . and over.

PAN 047 **My Sweetheart of the Rio Grande**
Take Me Back To My Boots and Saddle

John Laurenz with Joe Venuti's Rangers

Standards by JOE VENUTI and His Magic Violin

Joe Venuti and his Popular Orchestra offer two standards dear to every music lover. Joe's magic violin presents the beautiful full melody—and Joe offers some mighty nifty swing specialties to round out a perfect coupling.

PAN 046 **COME BACK TO SORRENTO**
TOSELLI'S SERENADE

Joe Venuti, His Violin, and His Orchestra

REAL, HONEST-TO-GOODNESS, HILLBILLY MUSIC

Featuring The Sunshine Boys, popular radio stars. The public will go for their authentic, "corny," hillbilly touch—tops for juke box trade! They're danceable, too.

PAN 050 **DETOUR**
I DON'T LOVE NOBODY

PAN 051 **Don't Knock on My Door Anymore**
Worried Man's Blues

PAN 052 **YOU OUGHT TO BE ASHAMED**
I CRIED MYSELF TO SLEEP

PAN 053 **WHY DON'T YOU WRITE**
OLD JOE CLARK

***featuring* THE SUNSHINE BOYS**

Write Today For Complete Lists!

PAN-AMERICAN RECORD DISTRIBUTING CO.

6245 SANTA MONICA BLVD. HOLLYWOOD 38, CALIF.

OR YOUR NEAREST DISTRIBUTOR

a half ago he was the only employee—today there are ten. "This shows," says Preston, "that business here is definitely on the up and up. Our show room is going to be completed shortly, and we hope all our friends will be dropping by to see how we've expanded."

Ruby Shouse has returned to Pacific Coast Distributors to take care of the office work—and help customers make up their minds while Leonard Micon is out. Ruby was with Pacific Coast for over a year and resigned last September because of her late husband's illness.

Several of Leonard Micon's customers have worked out a new angle. Music operators who have bought the new Packard "Out-of-this-World" speaker are working out a deal whereby they get $10 a week off the top for installation of the many-colored speaker—which, by the way, sells for $159.50, plus freight. Sounds like a nice investment. Incidentally, speaker weighs only 50 pounds, so it can be hung from practically any ceiling.

Shortly before we went to press, Nels Nelson ploughed into the week's work with real results. Before 11:30 a.m. Monday he had sold 11 music machines off the floor. At the same time, Nels flashed a sheaf of papers representing over 200 orders for Measured Music units which had come rolling in the first week after he was appointed distributor for the new music box. Meanwhile the service business is reaching new highs, says Nels.

L. E. Kelley and Fred Myers, of K and M Service, are both back after long jaunts across the country to sign up music-hungry operators and distributors. Kelley covered 14,000 miles in 43 days, getting all the way to Massachusetts. Myers took the road to the deep south, traveling 8,000 miles in 35 days. The two of them lined up 14 distributors for Atomic, Sunshine, Liberty, Memo and Solar labels. On their return, H. A. Lucas set out on a trip that will include Seattle, Montana, and south and east as far as St. Louis.

Pan-American Record Distributing Co. has moved its office and stockrooms to 6245 Santa Monica Blvd. Company has taken over the entire building at the new address under a long-term lease and has announced its intention to put out 3 million records a year.

The Los Angeles Tobacco Table expects a large Los Angeles representation at the western convention of the National Association of Tobacco Distributors in San Francisco on May 2 and 3. The Table has reserved thirty double rooms for its use at the Bay City's Hotel Stewart.

Harry Williams flew in from Chicago the first of the month to check on local wood supplies. Harry's New York friends pulled some strings and he wound up in the penthouse at the Beverly Wilshire. "Mighty fine to get up in the morning and see that glorious California sunshine," opined he.

Superior Records has recorded four sides with Stuart Hamblen and two sides with a very beautiful and talented youngster known as Betsy Gay who they hope will be another, but prettier, Judy Canova.

Another Eastern visitor in mid-month was Nick Carter who flew to Chicago and Kansas City on the 9th.

Warren Taylor, of Mills Sales in Oakland, visited the local coin gentry on the 9th and 10th.

Bill Simmons flew to Kansas City on the 9th on Aireon business.

Nels Nelson recently added two more employees to handle the big volume of service work he is getting at his place on the Row. Bob Simpson, just out of the army, is a Wurlitzer expert, and Manuel Trevino was practically raised in the business as his father is a well known operator with the Oxnard Music Co. Nels now has five employees working for him and says they have their hands full handling all the work coming his way.

Nickabob has taken on the Gray Mills Agitene cleaners as distributors in their Fresno and Los Angeles headquarters.

The name Osborn continues on in the music business. The late A. D. Osborn, a pioneer in the business, made a record in coin-operated music and his sons, DeLoss and Dwight have followed in their father's footsteps. Today DeLoss is distributor for Aireon in San Francisco and Dwight is manager for S. & M. Sales Co., Memphis, Tenn. Both are great boys and a credit to the industry.

Joe's friend was afraid of airplanes and Joe tried to convince him that if his time had come, etc. "So what," said his friend. "I've heard all about that, but suppose it might be the pilot's time instead of mine. I might have to go with him!"

Ken Brown and Preston Jarrell, of Coinmatic Distributors, are planning to attend the National Association of Tobacco Distributors convention at the St. Francis Hotel, San Francisco, on May 1, 2, 3, and 4. They will have the new U-Need-A Monarch cig vendor on display at the convention. Convention business concluded, Preston will spend about two weeks in Northern California visiting operators and renewing old acquaintances.

Speaking of Coinmatic, the reason why Ken Brown is sometimes hard to find is because of the recent purchase of a Vultee BT-13 plane which Ken is using for business and sport. An experienced pilot with over 300 hours flying time, Ken makes

(See LOS ANGELES, Page 94)

Only Aireon has

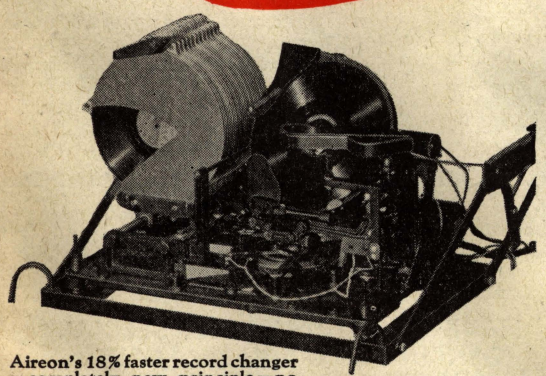
Quicker Pick and Faster Play...

FOR BETTER PAY!

There's extra profit for music operators when record selection and coin deposit is quicker and easier for the player. And, when "dead time" of record changing is cut down, there are more possible pay-plays per hour. Aireon had those profit factors in mind in designing the *Electronic* Phonograph. Bright red finger-attracting keys are right next to the illuminated title strips – handy to tap when the player says "that's my number".

There's only one specially-designed coin slot – for nickels, dimes and quarters–with positive coin selection and slug rejection assured. Quick as a wink, Aireon's own new record changer picks the platter – and the music is on!

Then, too, the wide Aireon keyboard leaves plenty of room for two or more customers to choose selections at the same time!



Aireon's 18% faster record changer —completely new principle—no sagging trays, no record grabbing —smooth in operation!

Aireon
MANUFACTURING CORPORATION

General Sales Offices:
1233 Grand Avenue
Kansas City 6, Mo.

General Offices:
1401 Fairfax Trafficway
Kansas City, Kans.

Plants and Laboratories: **Slater, Mo. • Los Gatos, Calif. • Oklahoma City Mexico, D. F. • Kansas City • Greenwich, Conn. • Pasadena, Calif.**

LOS ANGELES

(Continued from Page 92)

frequent flights from Vail Field to Arizona and Central California.

Mollie Simon has established an "Accommodation Center" at 2301 W. Pico Blvd. where visiting out-of-town operators can receive telephone calls. As part of her service, Mollie also is mailing out mimeographed schedules of county licenses and Federal taxes, showing amounts due on various types of equipment and dates payable.

M. C. (Bill) Williams, Williams Distributing Co., is all set up now in his brand new, remodeled establishment at 2309-11 W. Pico Blvd., one of the handsomest places along the Row. Glass brick and birch paneling have been used throughout with striking effect. The showroom and main office are finished in mahogany, while Bill's office is a rich walnut.

Jimmy Rutter, Operators Service, made a quick flying trip to Chicago over a recent week-end, picked up some spare parts, and was back on the job Monday a.m.

DeLoss Osborn, San Francisco, spent the Easter week-end with his family here.

There's a better place than home to store your receipts and L. B. Webb knows how true that is. For on April 15th two masked bandits visited his home and removed 10 canvas bags containing $1100, all proceeds from his phonograph and scale operations.

Another loser was M. W. McBroom, Phoenix, who decided to attend a newsreel theater in Hollywood while here on Aireon business. He left the theater $300.00 poorer than when he entered for some one picked Mac's pocket while he was engrossed in a picturization of national events.

The usual parade of operators has been in evidence at the Laymon jobbing and distributing emporium. The Laymons hope to get underway on their new building as soon as restrictions are lifted.

Sam Ayo, Standard Distributors of Houston, spent four days in town and a good share of them with Jack Gutshall. Ayo handles Aireon and Jack's line of records. Incidentally, Jack has appointed Barney Sugarman, Runyon Sales in New York, to handle New York state for his record lines.

Ray Smith, Barstow operator, is in the Loma Linda hospital in San Bernardino with Penicillin poisoning.

Jack R. Moore has given up the lease on the mansion he had at Palm Springs and sojourned at the local Biltmore until heading home on the 21st.

Shelby Longoria, Eldorado, Mexico, was a recent visitor in these parts and was feted by the Laymons.

Jerry Kaufman has arrived from New York and intends to establish a local operation.

The Badger Sales building at Pico and Arapahoe is nearing completion and a swellegant layout it will be, too.

Ed Wisler, Aireon district manager in Arizona, New Mexico territory, has just purchased a new home in Phoenix.

Jack Gutshall has appointed Melody Music Co. as San Francisco distributors for his record lines. By the middle of May Jack will have the entire country covered with ample distributing outlets. All of which means more carefree weekends for the Gutshalls at their cabin at Big Bear.

Highlights of Machines At English Show

Reports in *The World's Fair*, English amusement journal, on the Amusement Devices and Trades Exhibition held in England recently give news of the automatic phonographs, coin chute equipment, pin games, and amusement games of various types which were shown there.

Two new English-built automatic phonographs are announced. The first, built by Hawtins, Ltd. of Blackpool, is said to feature an everlasting needle and an ultra lightweight magnetic pick-up which reduces wear to an absolute minimum.

Automatic Music Purveyors also had a new phonograph with a 24-record changer and some innovations in tone control.

Many amusement games were shown—new models as well as improved pre-war models. Hawtins presented a new version of Skee-Roll. According to report, an extra winning cup has been placed above the normal target area. This cup is opened and closed intermittently so that the throw must be timed, as well as aimed, accurately. A ball placed in the cup doubles the existing score.

Peerless Enterprises, Ltd., Paramount Automatic, British-American Novelty Co., Ltd., Hawtins, Ltd., Original Machine Manufacturers, Ltd., Walton of Blackpool were among those showing games.

Favorites at the Exhibition were the car-driving test amusement devices. No details have been given about these machines however.

A rifle range, pin games, a console model grip test, and new or improved models of various other games were shown.

Essex Engineering Works is said to have had an interesting display of coin chute equipment and parts. New coin mechanism shown reportedly handles one to six coins at a time, is insulated from the cabinet by special mountings, and slides out for easy servicing.

The English journal sounds an optimistic note in describing the new equipment. In the automatic phonograph field they feel that their new models will answer pre-war American domination of the market.

Speakers at the opening of the Exhibition mentioned shortages facing the amusement industry in England. How extensive these shortages are, and of what nature, is not known. In all probability, British manufacturers are no better set for production than are we. In fact, it is safe to assume that they may be in a less favorable position. However, judging from the tone of the speeches, Britain will put major emphasis on the making of machines for export. Domestic trade will have to wait. Superficially, at least, in the United States we would seem to be following the opposite policy.

Petrillo Wings Clipped

WASHINGTON—President Truman on April 16th signed a bill to become effective immediately and aimed at "cutting James C. Petrillo down to his own size."

The pint-size bigwig of AFL Musicians Union is the primary target of the new legislation which levies heavy penalties on coercion and limits the power of the so-called czar of music—automatic and otherwise.

Said Representative Brown, of Ohio, "This bill is specifically designed to put in his place and cut down to his size a man named James Caesar Petrillo."

Law provides penalties for the use of force, threats or "other means" to compel radio stations to hire more employees than they want; pay money for services not performed; pay unions for the use of phonograph records; etc.

"Mutoscope Newsreel"

NEW YORK — A publication entitled "Mutoscope Newsreel" is being issued by International Mutoscope Corp., Long Island City, N. Y. Devoted to news of Mutoscope employees, news of company activities, and general articles concerning the coin machine industry as a whole, the "Newsreel" is a four-page monthly published with the assistance of The Howe Service, sales and house organ specialists.

DOUBLE INCOME

WITH

CHICAGO COIN'S

GOALEE

TAKES IN TWO

NICKELS WHERE ORDINARY

GAMES TAKE IN ONE

•

SUCH TREMENDOUS EARNING POWER OPERATORS CAN'T STOP PRAISING.

•

Production is still limited . . . so order today for earliest delivery.

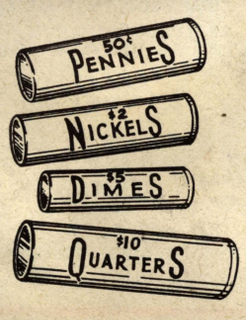
— SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

STEEL-STRONG TUBULAR WRAPPERS



MADE OF EXTRA HEAVY, SPECIAL GENUINE KRAFT PAPER, GLUED PERFECTLY AND CORRECT IN SIZE.

A "STANDARD BRANDS" SPECIAL

1000 to Box	ea.	.65
1 Case	per M	.60
3 Cases	per M	.55
6 Cases	per M	.53

Badger Sales Co.
1612 W. Pico Blvd.
Los Angeles 15, Cal.

Badger Novelty Co.
2546 N. 30th St.
Milwaukee 10, Wis.

The Coin Machine Industry Looks South

Along with leaders in other industries, key men in the Coin Machine Industry are beginning to look at foreign markets with an appraising eye. Though the United States has never been as dependent on export trade as some other countries, for a number of reasons we cannot afford to neglect that field. One of the areas of greatest importance to us as a nation is Latin America.

The time may come when we shall desire to increase our foreign trade. To find that other nations have sewed up the market could be a body blow. We operate under a handicap anyhow because, though our goods may be of superior quality and advanced design, our high standard of living with correspondingly high wages always puts us at a disadvantage in the matter of price.

Economic penetration has been, and will continue to be, an opening wedge for political and ideological penetration. This presents a situation from which we have extricated ourselves twice by the skin of our teeth. Our luck may not stand a third testing. The risk is too great. We, personally, are not given to imagining things and we can see no reason why conflict with such-and-such a nation is inevitable. However, we do say we will be helping to build a basis for future conflict if we allow a repetition of past performances even though the rest of the cast in the drama is changed.

For these reasons alone, industry in general should be encouraged to examine export possibilities with great attention.

What are the possibilities for the Coin Machine Industry in Latin America? We think a market exists there for some of our products. In developing this market, however, a number of things must be considered. We must supply the products suitable to the individual countries. We must develop business methods which will produce results. And those methods may not necessarily be our old familiar methods—high pressure salesmanship, sign on the dotted line, have your check ready, meet the deadline or else, etc.

Let us take a hypothetical problem. XYZ Manufacturing Co. decides to establish an export department and to do business in Latin America. In all probability no one on the staff of XYZ knows much about Latin America except the stray bits of information and misinformation picked up via the movies, the press, the radio. The third vice president once made a two-week trip to Latin America with a good-will tour sponsored by the local Chamber of Commerce. To the third v. p., therefore, is delegated the job of activating the program.

The simplest way out for the third v. p. is to hire an expert, but that is much easier said than done. Now the third v. p. has brains or he wouldn't be where he is—we hope. He can tackle the problem himself and become a foreign trade expert in the doing thereof!

He calls on every official source of information—the Pan American Union, the various governmental agencies, the U. S. Chamber of Commerce and affiliated organizations, etc. He does a bit of reading—there are a number of good, up-to-date books on Latin America from the economic and foreign trade angle. He talks with other business men and perhaps with some of the experts in a nearby university. He talks with Latin Americans, when possible, or with people who have lived in Latin America. Finally he makes his decision as to the country or countries in which he will launch the project and the type of merchandise to be purveyed.

Right here let us pause a minute to consider this matter of the type of merchandise. For which products of the Coin Machine Industry is there a possible market in Latin America?

Latin Americans, even as you and I, are (1) fond of music and (2) like to play the long shots. That makes them good customers for automatic phonographs and games of chance. However, there is one obstacle to the success of the games. In some countries, gambling machines will run into opposition from the lottery. Usually the lottery is government-run and proceeds go to charitable projects. Everyone buys lottery tickets and a good number of people eke out a border-line existence from their earnings as vendors of lottery tickets. A heartless machine could spoil that.

Skill games also have an appeal though not to the extent that they do with us because, on the whole, the average citizen does not have the amount of loose change our Mr. Common Man has to spend on non-essentials offering no hope of return. So we say that skill games, as well as other arcade pieces, will have a limited market.

Automatic photograph machines, if they do not demand too great an investment by the operator, would go well in many places. Simplicity of operation will be one determining factor in success. This goes for all types of machines because the average Latin American has not grown up in a mechanical, gadget-filled environment. *We* have always claimed that the reason most Latin Americans are such breath-taking, or should we say hair-raising, drivers is that the Machine Age descended upon them suddenly whereas the Anglo-Saxon section of the hemisphere grew up with machines. Some Latin American critics even suspect us of being machine products ourselves!

Measured, wired, or "personal" music systems might have a limited market in metropolitan, and cosmopolitan, areas. Because of variations in ways of life, locations suitable by North American standards are not suitable in a Latin American environment.

Definitely "out," in our opinion, are the automatic vendors. Shoe-shine machines, gum, candy, and cigarette vendors, beverage dispensers, etc., would upset the economy of many countries. They would deprive countless human vendors of their livelihood or the means with which to supplement the meagre earnings of the family. Not only that—Latin Americans enjoy the social angle of business transactions. That is why quantity buying and set prices for all merchandise are not always universal characteristics in their system of business.

Taking all these points into consideration, our third v. p. decides to sell automatic phonographs as a starter. He has picked his country, he has picked his product—now for his choice of a representative. In reality, this is his biggest problem. He must have a good salesman by Latin Ameri-

Available Again!
GOTTLIEB
GRIP SCALE
TRIED, TESTED AND PROVEN OVER THE YEARS
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

OPERATORS!
We Now Have Samples of
EXHIBIT'S NEW ARCADE MACHINES
Come in and See the Many New Lines at Our Showroom
Deliveries Now Being Made
MAC SANDERS
2845 W. PICO BLVD. LOS ANGELES 6, CALIF.
ROchester 4848
Distributor for So. California and Arizona

can standards which is a horse of a different color.

What qualities does the salesman need? A pleasing personality, adaptability, honesty—that goes without saying. But please, Mr. Third V. P., find a man who knows, or can be taught, a little Spanish, Portuguese, or French, depending on the country to which he is going. Most of his clients may speak English, very fluently perhaps, but the psychological effect of the effort to use the customer's language is worth so much good will that a government subsidy for teaching foreign languages to commercial representatives might not be a bad idea. Read the record of German enterprise in Latin America and you'll see what we mean.

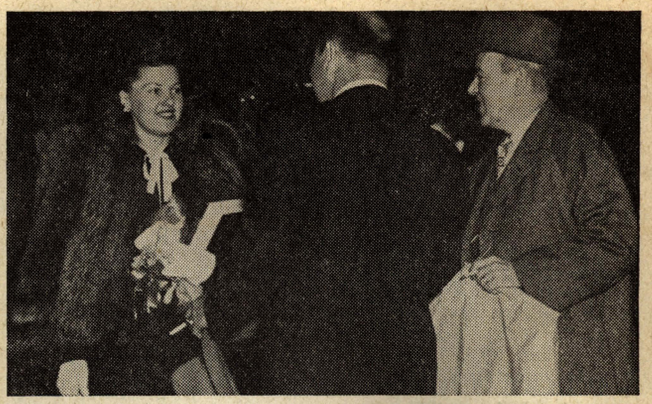
While we are on this matter of language, let us say a word about catalogs, sales literature, and so forth. It will cost extra, of course, to have that printed material in the customers' language. But, again, the extra cost and effort will pay off in the long run. Chalk it up to advertising or good will—it's one of the best bids for good will you can make.

It is a delicate compliment—this matter of learning the other fellow's language. As such, it will prove to be a decided social asset. Social assets are important in Latin America; business etiquette is important. Like the GI's, our salesmen need to have a course in foreign customs and training in how to deport themselves in a foreign country so that they may be good representatives of our country. Every national at large in a foreign country is an ambassador and a salesman—a salesman of the democratic way of life.

The third v. p. needs to choose a man who will take the trouble to learn a bit about the country, the people, the civilization. We are thinking of two rather typical examples. Number One was a hardware salesman, a German, operating in a neighboring country. He spoke Spanish fluently. He was interested in history and archeology—a very appropriate hobby since his territory included areas of interest to all archeologists. Through his hobby he became firmly entrenched in the good graces of the important people of the region. Business was good though the product he was selling was inferior in quality to that of competitors.

Salesman Number Two was one of our nationals. Despite many years spent in the country, his knowledge of the language was confined to garbled phrases and the usual collection of profanities. Outside of business hours, his attitude toward the people bordered on condescension. He had no interest in the country other than to make enough money to return to a life of ease in his own land. Given some competition that day could be long in arriving!

Fortunately, our increased interest in Latin America and our growing sense of fellowship with Latin Americans are causing this type to become extinct. The third v. p. can find men who are enthusiastic, sincerely interested in human relationships as well as in the product they sell, observant and quick to learn. Such men become of inestimable value to the home office. With their assistance, lasting and mutually profitable relationships can be built—relationships which will strengthen with the passing of the years—relationships of more than mere commercial value.



Mr. and Mrs. Ray Moloney and baby are shown being greeted at Union Station by A. W. Sleight, Regional Sales Manager, as the Bally head arrived here for a rest and vacation.

To Promote Cuban Sugar

NEW YORK—With the primary objective of "assuring a continuing supply of sugar for the American consumer at a reasonable price by maintaining an adequate flow of Cuban sugar into the United States market," a group of sugar companies have formed the United States Cuban Sugar Council. D. M. Keiser, chairman of the Council, in making the announcement said, "if the sugar trade between the two countries can be put upon a sounder basis, instead of being subjected to the drastic fluctuations of past years, no one will need to fear a sugar shortage, even in war-time."

Robinson Has Shoe Shiner

LOS ANGELES—C. A. Robinson & Co. has taken on the distribution of the Shine-A-Minit machine being manufactured by The Coin-Arts.

Under development for the last two years, the machine polishes both black and tan shoes at a cost of only five cents per shoe (a particularly pleasing idea for one legged individuals).

Robinson is planning considerable promotion on the unusual machine and expects a big sale on the Coast.

Moloneys in Southland

LOS ANGELES—Mr. and Mrs. Ray Moloney and their baby arrived here recently to vacation in the Southland. On hand to greet them was Al Sleight, Regional Bally Manager.

Pair have taken a home in Westwood Village and are enjoying the hospitality of this area. The Moloneys have been guested by their Northwest Distributor, Jack R. Moore, and Mr. and Mrs. Paul A. Laymon who have made it a point to see they missed nothing. Night clubs, plenty golf, Palm Springs—have all been included and Ray has proved that a busy business executive can really take time off and relax in such a delightful environment.

Battle of the Bureaus

LOS ANGELES—The cigarette famine of 1944-45 was basically the result of a scarcity of production workers in the manufacturers' plants, Harold Epstein, former OPA enforcement chief for agricultural commodities, recently admitted. On the other hand, the WPB had classified tobacco cultivation as essential occupation. Thus millions of people went without tobacco, and many thousands of dollars of tax money were spent in various investigations to arrive at the cause of the famine which is now admitted to have been caused by one government agency's complete disregard of another government agency.

LETTERS TO THE EDITOR

Tacoma, Wash.

Editor:

A check for subscription has been sent. We do not want to miss any issues. It's tops in trade magazines.

Frank M. Jacobs

Wilmington, Delaware

Editor:

I am teaching a class in "Owning Your Own Business," composed mostly of veterans who are attending our school under the G.I. Bill of Rights.

Would you be willing to contribute a copy of your magazine for our library? Such a contribution would be greatly appreciated by the veterans in the class and by our school.

Jay Miller, Principal
Goldey College

(Copy supplied.)

* * *

What most sailors want to get off their chests these days is their dog tags.

PAYOUT CONTACTS

ETC. - ETC. - ETC. - ETC. - ETC. - ETC. - ETC. - ETC.

Every make, model and type of slot and console part imaginable.

Whether your requirements are large or small it will pay you to see us first with your parts needs.

ANOTHER STANDARD BRANDS SERVICE
YOURS FOR THE ASKING

Badger Sales Company
1612 W. PICO BLVD.
LOS ANGELES 15, CALIFORNIA
All Phones: DR. 4326

Badger Novelty Company
2546 NORTH 30th STREET
MILWAUKEE 10, WISCONSIN
All Phones: KIL: 3030

BUY BALLY and You BUY THE BEST!

Now Delivering

VICTORY DERBY

ONE BALL MULTIPLE PAY TABLE

Packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high! Several hundred VICTORY DERBY games on location two to twenty weeks are consistently topping all previous collection records of pre-war and war-time operations. Come in and see it today.

VICTORY SPECIAL

ONE OR FIVE BALL REPLAY MULTIPLE

Profit insurance for replay territory. Quickly convertible to one or five-ball play . . . and a fast money-maker either way. Features Bally's new Finger-Touch Shuffle and new Slug-Rejector drop-type coin chute. Simply drop coins in cup-front chute . . . then a slight pressure on Shuffle starts the play.

SURF QUEENS

NEW FIVE BALL NOVELTY GAME

Contains all the elements of a money-making game. Designed by an operator and built by the acknowledged leader in novelty game construction. Plenty of new features plus new angles that will snap slow spots back to life in a hurry.

The UNDERSEA RAIDER

AN UPRIGHT GAME

Ideal for all types of locations and especially fast in Arcades, Parks, Piers, Pavilions, etc. Snappy in appearance, inviting in appeal, play holding in its action simulating an actual sub in battle. Player fires under typical battle conditions. Fast money-maker.

UNUSUAL TIME PAYMENTS

All of the above machines are available on our unusual time payment financial plan. No waiting! No red tape! Ask for details - - - it's the most amazing plan available today!

FOR TOP PROFITS — BUY BALLY

MINTHORNE MUSIC COMPANY

LOS ANGELES 6, CALIF.
2916-20 W. PICO BLVD.
PArkway 2177

PHOENIX, ARIZ.
R. S. (Bob) ANDERSON, Mgr.
512 W. WASHINGTON ST.
Phone: 30163

DISTRIBUTORS FOR J. P. SEEBURG CORP. and BALLY MFG. CO.

RED HOT NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRISE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES: The hope for quantity deliveries of new machines in 1946 is dimming. Shortages persist first in one field and then another. Wood is critical and hard to obtain; that is, the kiln dried type so essential for our type of equipment. Steel shortages will afflict industry for 3-5 months, a survey and analysis of components indicates. Even then, demand will far exceed supply and a voluntary rationing system will be generally used by suppliers. This means our Industry will get only a small part of its actual needs. Even in plastics the demands far outstrip production with deliveries in many cases lagging 2 to 4 months. Copper will continue short for the year, despite foreign purchases by the Government and release of the metal from its stockpile. Domestic output will hardly meet half of demands. Best sources declare lumber will be acute through 1946. Add this all up and it is obvious that there will not be a heavy amount of new equipment available during the remainder of the year.

COIN MACHINE REVIEW

98

FOR MAY 1946

PHONOGRAPHS: AMI had national showings on their 1946 offering and booked far more orders than it will be possible to deliver. Same holds true of every new piece of equipment to be offered this year. Low price on models so far announced has been $595 which includes Federal Excise Tax. Rumor is that one of the remaining manufacturers, and there are several, will shortly announce a machine at $495. In addition to Packard, Mills, Gabel and Bally, there are two brand new manufacturers (Harry Williams is one of them) who have some ideas up their sleeves.

RECORDS: Watch for a general exodus of a lot of small record companies in the months ahead. Accounts payable are catching up with some of them and a gradual elimination process is in the offing. Dozens have entered this field with little or no experience or talent worth recording. Sales were brisk during the disc shortages, but that was yesterday. Order C. O. D. shipments when in doubt.

GAMES: Little chance of many new products in the months ahead. The shortages are raising Hob with manufacturers. The Skee Ball and Bowling type of game is enjoying renewed favor and a Pacific Coast Manufacturer will announce a drastically new item in this field to sell for $750, in 60 days. An old name in the Industry, too.

VENDING: National joins the electric cig vending competition with two models - console and upright. A Chicago manufacturer has a cig vendor with an automatic change-maker attachment which will sell cigs at any price, accept coins up to 50c and return proper change. Announcement is not expected before 1947.

USED EQUIPMENT: Hang on to it and buy more, if you need machines. Stuff is high, and will continue so for months ahead, or until new machines cause a decline. And then the decline will be gradual for new equipment deliveries will be slow also. Right now it looks mighty smart to keep your present equipment operating as best you can for it will be mid-1947 before you can walk in a distributor's showroom and load up the new equipment you need and drive off with it.

INDEX TO ADVERTISERS
MAY, 1946

Acme Sales Co. 54
Aireon Mfg. Corp. 93
American Amusement Co. 17
Amusement Enterprises 8
Asco Vending Machine Exch. 86
Associated Operators of Los Angeles County, Inc. 14
Automatic Instrument Co. ..... Front Cover, 51
Automatic Merchandising Co. 81

Badger Novelty Co. 7, 30, 66, 68, 89, 94, 96
Badger Sales Co. 7, 30, 66, 68, 89, 94, 96
Baker Novelty Co. 21
Berry Amusements 78
Buckley Music System, Inc. ..... Cover IV
Buckley Trading Post 4
Burtt, W. R. 25

California Music Operators' Ass'n 43
Challenge Industries 5
Chicago Lock Co. 33
Clark Distributing Co. ..... Cover III
Coast Record Manufacturing Co. 71
Coin Machine Acceptance Corp. 47
Coin Machine Service 99
Coinmatic Distributors 39
Continental Records 67

Dee's Service Shop 46
DuGrenier, Arthur H., Inc. 41

Eagle Coin Machine Co. 16
Eastern Electric Vending Machine Corp. 42
Economy Supply Co. 24
Empire Coin Machine Exchange 24
Evans, H. C., and Co. 18
Exhibit Supply Co. 22

G-F-G Skill Games, Inc. 31
General Music Co. ..... Cover IV
Gottlieb, D., and Co. 15
Gutshall, Jack, Distributing Co. 70, 76

Harman Enterprises 44
Heath Distributing Co. 68

Ideal Novelty Co. 12
Illinois Lock Co. 28
International Mutoscope Corp. 3

Jafco, Inc. 13
Jennings, O. D. & Co. 26, 27

Laymon, Paul A. 9, 11, 18, 21, 22, 29, 31, 33, 34, 40, 62, 78, 80, 86, 89, 90, 94, 95
Leuenhagen, W. H., & Co. 61, 70

M-B-W Associates 56, 57
Maestro Music Co. 72
Mape, E. T., Music Co. 50
McNeil, E. C., Inc. 35
Merge Studios 14
Mills Industries, Inc. 58
Minthorne Music Co. 97, 100
Monarch Coin Machine Co. 30
Moore, Jack R., Co. 6

Navarro Distributing Co. 32, 69
Nelson, Nels 61, 72
Nickabob Co. 48, 49, 79
Nickabob Sales Co. 48, 49, 79
Northern Dist. Co. 56, 57
Northwestern Corp. 82

Operators' Service 70
Osborn Distributing Co. 75
Oxnard Novelty Co. 90

Pacific Coast Distributors 91
Packard Manufacturing Corp. 45
Paige, Harvey W. 72
Pan American Record Dist. Co. 92
Pan Confections 83
Permo, Inc. 62
Personal Music Corp. 73
Pioneer Coin Machine Co. 19, 20
Pla-Mor Distributing Co. 74
Puget Sound Novelty Co. 16, 56, 57

Quality Pictures Co. 25

RCA-Victor 63
Ra-Mal Machine Shop 80
Reliable Nut Co. 84
Re-Sharp Needle Service 44, 50, 54
Roach-Driver Co. 66
Robinson, C. A., and Co. 10
Rock-Ola Manufacturing Corp. 55
Rowe Manufacturing Co., Inc. 37
Rud, A. C., Co. 56, 57
Runyon Sales Co. of New York 23, 34

Sam, G. B. 11
Sanders, Mac 95
Schoen, Nat 56, 57
Seeburg, J. P., Corp. ..... Cover II
Silver King Corp. 87
Simon, Mollie 91
Solotone Corp. 60
Statler Distributors 85
Sterling Records, Inc. 64
Superior Recording Co. 65

United Manufacturing Co. 77
Universal Match & Subs. Co. 81

Viking Specialty Co., Inc. 82

Weidman National Sales Co. 12
Williams Manufacturing Co. 29
Williamson Sales Co. 88
Wolf, M. S., Distributing Co. 52, 53
Wolf Sales Co., Inc. 59

Zeigler Insurance Agency 12

BARGAIN Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS—
Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING—
We specialize in repairing slot machines. Special attention given to clock and escalator troubles, payout irregularities, spring tension, timing, frequency of synchronization, percentage, anti-cheat, and all slot adjustments. H. R. GRAHAM, 1212 East Colorado Blvd. (rear entrance), Glendale 5, Calif. Phone: CItrus 2-2261. (TF-C)

CIGARETTE AND CANDY—
Vending Machines — All makes and models, lowest prices, from operators being drafted. Uneedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 North Ashland, Chicago. (TF-C)

WANTED FOR CASH—
Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

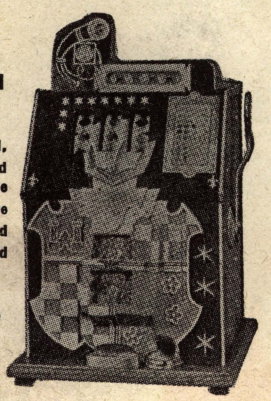
CORRESPONDENTS WANTED—
We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

PRECISION REBUILT—
5c Selective Candy Bar Vending Machines, LoBoy 1c weighing scales, 5c Coca-Cola Drink Vendors, Ticket Scales, 1c nut, and postage stamp machines. Write for latest price list. ADAAR COMPANY, 6926 W. Roosevelt Road, Oak Park, Ill. (MAM-P)

SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service
1070 Thompson St.
Glendale 1, Calif.
Tele CItrus 3-3721



WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

BALL GUM SUBSTITUTE—
Many operators are now using Glass Marbles; can still supply, Barrel 50,000, $54.50; keg 21,000, $23.80; full cash with order, f. o. b. factory. Folders for Stamp Machines, 12,000, $9.00. Better Grade. ROY TORR, Lansdowne, Pennsylvania. (TF-C)

FOLDERS—
Postage Stamp Vending Machine Folders —39c per thousand when ordered in multiples of twenty five thousand. THE TRANSWESTERN CO., 742 Market Street, Rm. 230, San Francisco, Calif. (MAM-P)

DEVIE DEVLET—
Buyer of Used Records, now at 4621 East Ocean Boulevard, Long Beach, California. Wire or write—don't telephone. (MAM-P)

TAKE TIPS—
120 Tickets to Book, bundles of five, bargain, $17.00 per gross. G. E. LYNCH, Lynch Block, Oil City, Pa. (MAM-P)

WANTED—
Some man with capital to go halvers with Veteran on 5c and 1c slots, also vending machines and other amusement machines. I have car and can locate around 500 good spots. Write DOWELL'S AMUSEMENT CO., Bloomfield, Kentucky. (MAM-P)

FOR SALE—
Specializing Hi-Grade Re-builts; 50c Blue Front, $400.00; Brown Front, $450.00; Gold Chrome, $475.00; correct percentages; request list other slots; Pumps, Clocks, Reel Assemblies, Disc 2-5, 3-5; 100 Cash Boxes, $75.00; 200 Set Special (1-2-3) Strips, $95.00. COLEMAN NOVELTY, Rockford, Ill. (MAM-P)

WANT—
Book-Match Vender, 1c, with glass covered dice-roll in top. W. C. STERLING, Steubenville, Ohio. (MAM-P)

WANTED—
Phono-Tel Wired Music Switchboard, complete with 20 turntables. Write WIRED MUSIC OPERATING CO., 433 S. Spring St., Los Angeles 13, Calif. (AMJ-P)

FOR SALE—
Used Emerson Elec. Pop Corn Vender, needs some repair, $30.00 f.o.b. Monterey. New and Used Shipman Stamp Venders, Hershey Bar Venders. GARDNER SALES CO., Box 84, Monterey, Calif. (AM-C)

CHOCOLATES—
Chests, dolls, bears, (Cameras: candid type, takes 16 pictures, $2.39) Empty Cedar Chest, mirror in lid, $1.85; Mirror Two-Tone Vanities, $2.00 each, case lots of 6. Hollywood Cigarette Cases, Musical Chests, Dolls, Bears, Pushcards, Salesboards. Write for Catalog Department C, DELUXE SALES CO., Blue Earth, Minnesota. (A-C)

FOR SALE—
Dime Pace Blue Front, double Jackpot, #Fs 34072M, first $59.50. DUVY, Childersburg, Ala. (MJJ-P)

CIGARET VENDORS FOR SALE—
500 perfectly reconditioned in our own shops. KELNER VENDORS, 4509 N. Clark St., Chicago 40, Ill. (MJJ-P)

POPCORN VENDORS—
Four Kunkel Automatic Popcorn Vendors with 10-cent coin slot, motors in excellent condition, $75.00 each. WALTER STARNES, 1640 Spruce, South Pasadena, Calif. (M-P)

FOR SALE—
A. B. T. Rifle Sport complete with 6 factory rebuilt rifles and set of new moving targets, compressor, counters, steel shot, cartridges, etc. All in exceptional condition. Also one complete Batter-Up Baseball Pitching Game. E. C. DE LONG, Dade City, Florida. (M-P)

125

Advertisers Are Represented in This Issue of *The Review* . . . More Than in All the Other Monthlies Combined. Why? Results Count! That's the Answer

It's SEEBURG That Clicks —for '46!

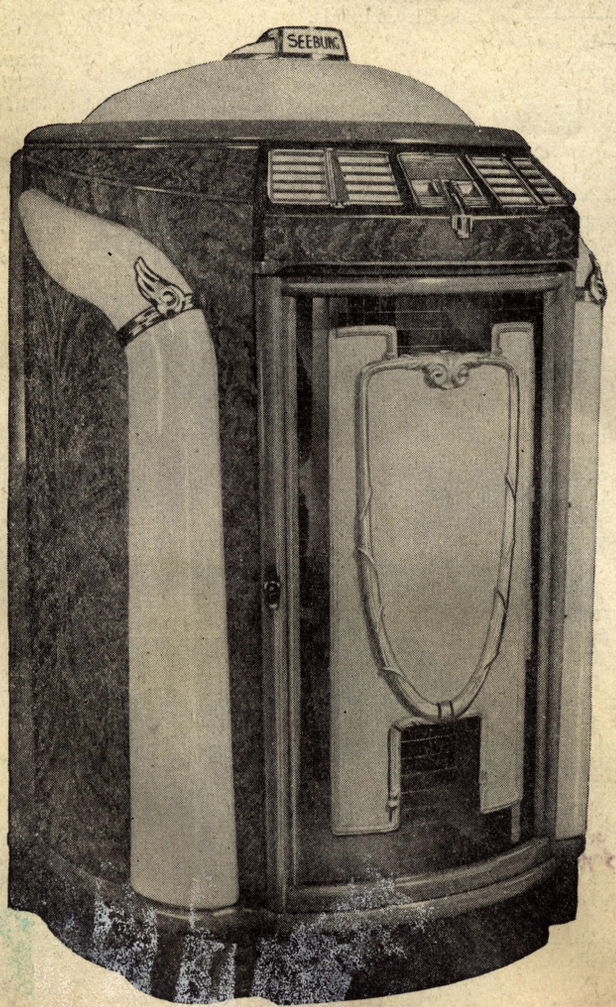
Exclusive Distributors
for
J. P. Seeburg Corporation
in
SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

It's SEEBURG That Clicks —for '46!

Superlatives Aren't Enough

The SEEBURG "146"

Defies Description



We'd like to tell you exactly how stunningly beautiful and unusual the new Seeburg "146" really is—we'd like to convey to you its matchless new range and tonal qualities. But we've run out of superlatives. Operators from coast-to-coast acclaim this new instrument SUPERIOR TO ALL OTHERS. But we don't ask you to take their word for it—We ask you to COME IN TO OUR SHOWROOMS, in Los Angeles or Phoenix, to see and hear for yourself.

Combining brilliant illumination with superb design, the "146" can replace any type of music equipment at any of your locations. New ear level tone reproduction . . . new simplified, trouble-free mechanical features . . . new push-a-tone electric selection . . . new accessibility for quick, easy servicing—all add up to long life, low maintenance cost, better listening AND TOP OPERATING PROFIT.

The Seeburg "146" is designed for auxiliary amplifier to supply audio power for from one to six Seeburg impedence matched remote speakers for SEEBURG SCIENTIFIC SOUND DISTRIBUTION. Let us show you the 1946 Wireless and 3-Wire Wallomatics, and the special Seeburg Speakers.

Seeburg's BETTER ENGINEERING today means less maintenance tomorrow . . . better music for the public . . . highest profits for operators. So, see us today for THE GREATEST MUSIC SERVICE OF ALL TIME.

Be Sure - - - Buy Seeburg

MINTHORNE MUSIC CO.

2916-1920 West Pico Boulevard
LOS ANGELES

PHOENIX, ARIZ. OFFICE
•
512 W. Washington St.
PHONE: 30163
•
R. S. (Bob) ANDERSON, Mgr.

WURLITZER'S COAST TO COAST
BILLBOARD CAMPAIGN WILL REGISTER
1,573,646,000 IMPRESSIONS
DURING 1946

First of a Series in Wurlitzer's Nation-wide Billboard Campaign

11,268 BILLBOARDS, from April through November, will
PROMOTE WURLITZER PHONOGRAPH MUSIC in 5050 CITIES and TOWNS

It's part of Wurlitzer's Triple-Action Advertising Campaign—the greatest promotional push ever put behind commercial phonograph music.

Over 31,000,000 people a day will see these posters. An additional 325,000,000 impressions will be registered by Wurlitzer's full page, full color advertisements in the SATURDAY EVENING POST, COLLIER'S, LOOK and LIBERTY. And millions more will be stimulated to enjoy Wurlitzer Phonograph Music by Wurlitzer Signs in locations.

Everyone, everywhere will learn to look for the Sign of the Musical Note to identify *America's Favorite Nickel's Worth of Fun* . . . Wurlitzer Phonograph Music.

Every location owner will want a Wurlitzer Phonograph. Every Wurlitzer Factory-Approved Music Merchant will find himself in the most enviable position of his career as he shares with Wurlitzer location owners the fruits of Wurlitzer leadership. The Rudolph Wurlitzer* Company, North Tonawanda, N. Y.

*The Name That Means *Music* to Millions.

Wurlitzer's *"Triple Action"* Advertising Campaign will reach *Everybody...Everywhere*

CLARK DISTRIBUTING COMPANY
Exclusive **WURLITZER** *Distributors For The Pacific Coast*

SAN FRANCISCO	LOS ANGELES	SEATTLE	PORTLAND	MISSOULA, MONTANA
415 Brannan St.	1561 W. Washington Blvd.	906 Elliott Ave., West	1005 N. W. 16th Ave.	125 E. Main St
Sutter 5342	REpublic 4155	GArfield 0427	Beacon 3218	Phone 7565

Absolutely New

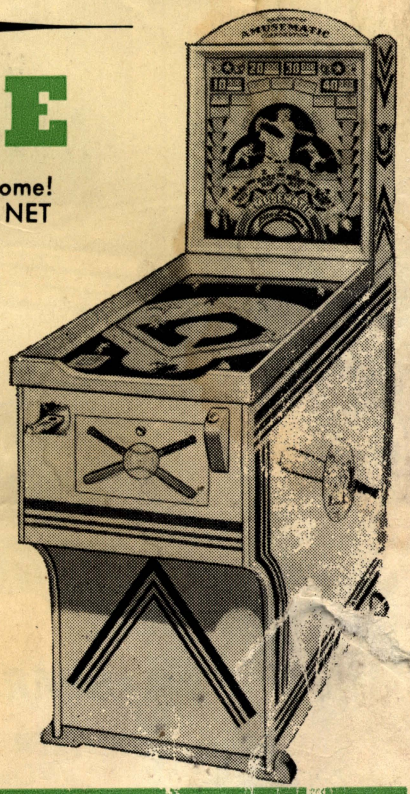
SLOTS MADE BY BUCKLEY

Come in and see the finest slots we have ever had the privilege of showing. Backed by the name that made the Buckley famous "Track Odds."

Now Delivering

LITE LEAGUE

Exciting—lightning fast. Less time per game spells more income! Elimination of pins, plungers, balls spells LESS UPKEEP, BIGGER NET PROFITS!!



Also

Exhibit BIG HIT
Bally VICTORY SPECIAL
Gottlieb STAGE DOOR CANTEEN
Genco TOTAL ROLL
Bally SURF QUEENS
Bally UNDERSEA RAIDER
Williams SUSPENSE
Chi. Coin GOALEE
New BANK ROLL

Jennings

STANDARD CHIEF
BRONZE CHIEF
SUPER DELUXE CLUB CHIEF

FINANCING

Our Financing Service was designed expressly for Operators, to serve them in a confidential and dignified manner. It is built upon the needs of the operator and experiences gained through an intelligent handling of the financing of hundreds of operators in the past months and years.

Whatever your financing problem might be . . . a route expansion . . . buying out a competitor . . . the purchase of new equipment . . . expanding your services . . . we can be of help and we'd appreciate an opportunity to explain our service to you.

GENERAL MUSIC COMPANY

DISTRIBUTORS

Fred Gaunt, *Manager*
2277 West Pico Boulevard
Los Angeles 6

WILLIAM PARR
Owner

Ernie Brennan, *Manager*
1157 Post Street
San Francisco 9